

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVII. NEW YORK, OCTOBER 23, 1901. No. 4.

Philadelphia **Sunday Record** *25 cents a line.*

Owing to the steady advance in circulation of the Philadelphia SUNDAY RECORD, the rate will be advanced on November 1, 1901, from twenty cents a line to *twenty-five* cents a line.

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The sworn average Sunday circulation for September, 1901,
was - - - - -

188,089

For September, 1900, - - -

156,453

For September, 1899, - - -

146,026

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The RECORD has by far the largest circulation—both Daily and Sunday—of the Philadelphia papers.

Daily and Sunday rate—25 cents a line.

THE PITTSBURGH COMMERCIAL GAZETTE

has for over a century been one of the leading and most influential papers in this State. Within the past year it has taken

FIRST PLACE IN PITTSBURGH

AMONG THE MORNING DAILY PAPERS. It has heretofore never had a SUNDAY ISSUE. Nov. 10 will mark the first appearance of

THE SUNDAY PITTSBURGH COMMERCIAL GAZETTE

Guaranteed Paid Circulation, 50,000,

a handsome 36-page paper, with Illustrated Supplement printed on book paper. The same excellent features—enterprise, special pages, cleanliness—will characterize the Sunday issue. If you are not a user of its columns, why not

BEGIN WITH THE SUNDAY ISSUE ?

Rates or further information upon request.

J. E. VAN DOREN SPECIAL AGENCY,

407-410 Temple Court,
NEW YORK.

1105-1106 Boyce Building,
CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVII.

NEW YORK, OCTOBER 23, 1901.

No. 4.

THE NORTH GERMAN LLOYD.

The fleet of the North German Lloyd Steamship Company, plying between New York and European ports, and including the trio of enormous ships—the “Kaiser Wilhelm der Grosse,” “Kronprinz Wilhelm” and the “Kaiserin Maria Theresia”—is but part of an immense service of the company which consists of upwards of eighty first-class ocean-going vessels. The company has lines running from Bremen to Baltimore, to Galveston, to China and Japan, to Australian ports, and two lines to South America—one to Buenos Ayres and Montevideo and the River Platte, and still another to Brazil.

Naturally enough, the advertising of such a vast system is world-wide. The North German Lloyd is—and has been for a considerable period—a liberal advertiser. Its various lines are well exploited in Germany, Europe generally, Australia, China, Japan and South America. As for its advertising in the United States, it has been not only high in tone, but radical in some respects—even epoch-making.

Messrs. Oelrichs & Co., the general agents for the United States and Canada, are thorough believers in the efficiency of strong, persistent publicity.

Newspaper space is used liberally in all parts of the country, but only for the publication of sailing schedules and other formal announcements. The company has proved that magazine space, supplemented with fine booklets and literature, has the most power in reaching and convincing people who can afford ocean trips. It believes, too, that if it is good, it is good in any quantity. Consequently it has not been niggardly

in using space, and some of its departures have been notable.

It was the first transportation company to use four-page inserts in the magazines for illustrated advertising stories. The four-page ad has become commoner since the North German Lloyd inserted the first one in the *Century* in 1894, so it has lately gone farther along this line. The results brought by this initial insert were so gratifying that several others—one of thirty-two pages—were used in 1895. These inserts, all carefully written, were designed to describe the North German Lloyd service so vividly as to create in the minds of readers a desire to go to Europe. “To make European travel attractive and to impress the public with the fact that the North German Lloyd steamships were best to cross on”—this was the keynote. Nearly all of these inserts were subsequently printed in pamphlet form and had wide circulation, notably the one of thirty-two pages, entitled “To Far Away Vacation Lands,” which ran to an edition of upwards of 100,000 copies.

These inserts were followed by two exceptionally handsome pamphlets, one upon “Express Service” and the other upon what is known as the company’s “Passenger Service,” which includes ships that are larger carriers of freight and consequently somewhat slower. Pamphlets have necessarily been a large factor in securing business for the North German Lloyd. They have always been done in the most beautiful and attractive style, and have been models of their kind for years.

In January, 1899, there was published in *Harper’s Magazine* a thirty-two page insert that still has the distinction of being the largest and most costly advertisement ever inserted in any publica-

tion in the world. It cost \$8,000, and was written and placed by Frank Presbrey, who writes and places all of the company's magazine advertising and supervises the illustration. This insert, "To Lands Across the Sea," is well worth any one's study as an example of ad-writing of a peculiar-

cial feature. Two comparative illustrations were used to give readers an idea of its wonderful proportions, and succeeded in doing so in a fashion so vivid that they were reproduced by newspapers all over the world. In one of these the "Kaiser Wilhelm der Grosse," 649 feet long, was set on



ly tasteful, refined class. It is meant to appeal to people of education and refinement, and is practically a monograph on the North German Lloyd service. The colossal new twin-screw steamship "Kaiser Wilhelm der Grosse" had been added to the Atlantic fleet, and the insert made it a spe-

cial feature. Two comparative illustrations were used to give readers an idea of its wonderful proportions, and succeeded in doing so in a fashion so vivid that they were reproduced by newspapers all over the world. In one of these the "Kaiser Wilhelm der Grosse," 649 feet long, was set on its stern beside the St. Paul Building, Broadway, whose 27 stories she outspanned more than twice; the dome of the capitol at Washington and the spire of Trinity Church, New York, barely reached her first smoke-stack, while the Washington Monument fell short of her total height by 100 feet. In

the other illustration she was shown on keel, in front of the Equitable Life Building, in Broadway, her smoke-stacks far over-towering the buildings on either side. These ideas were both creations of Mr. Presbrey's brain. It is safe to say that they were two of the best advertising ideas that have been used in the past five years, for they portray facts so forcibly and tangibly that the impression upon the minds of those who saw them is lasting. Readers do not forget things told them in that fashion. These two pictures were reproduced in several sizes and shapes for distribution, and were in wide demand among school teachers as object lessons for their pupils.

The text of this insert is full of good writing, and uses the illustrative fact to the best advantage. Sometimes the illustration is drawn from music or history or contemporary events, and again it is put into flat figures, as the illustration of the 30,000 horse-power of the "Kaiser Wilhelm's" engines. It is shown that, translated into horses, this power represents a line of them four abreast, extending from the Battery to the upper end of Manhattan Island; that it is equal to twenty-eight of the strongest modern locomotives and ten times as great as that of the historic Corliss engine at the Centennial. Such comparisons are good advertising. The pictures were forceful and in good taste, and the whole insert took rank with the contents of the magazine proper. That it was appreciated is shown by the fact that 175,000 copies of it were distributed after the magazine appeared. Four other eight-page inserts were used the same year to supplement the work of the greater one.

Fine booklets are used in following up inquiries. A recent publication is a lithograph in seven colors of the new piers at Hoboken, a large edition of which has been printed. The company has found that "Once a passenger, always a passenger" is a pretty safe rule; travelers are inclined to be partial to the line upon which they make their first trip, provid-

ed the service leaves a pleasant impression with them.

The company has its own official newspaper, "The North German Lloyd Bulletin," which has been published in this country the past six years. It supplies all general information of interest to travelers, such as sailing lists, rates of fare and items of interest, and is sent to all inquirers and distributed by the several hundred agents of the company to all who apply at their offices for information.

At the headquarters of the North German Lloyd in Bremen there is maintained a regular



press bureau, in charge of two well-known newspaper men, who devote their entire attention to it. In addition to putting out large quantities of pamphlets and booklets in Germany, there is issued a publication called "The Light-house," which is printed on one side of the paper only. It is more a press sheet than a general publication, containing North German Lloyd news of interest to the public. The Fatherland is filled with small stockholders in the company, and newspapers use this matter gladly.

No exact figures have ever been given out as to the total appropri-

tion for advertising the North German Lloyd system of steamers in the entire world, but it is stated upon good authority that it reaches, approximately, \$150,000 a year.

JAS. H. COLLINS.

THE TRAVELING SALESMAN AND ADVERTISING.

The average traveling representative fails to fully realize the value of the assistance he can derive from the advertising campaign being conducted by his house.

This applies, perhaps, more particularly to those lines of business that have only in recent years realized the importance of advertising as a factor in building trade. Representatives in such lines are frequently inclined to look upon the new "salesman" as a rival with whom they may not only have to share the glory of success, but the remuneration that is awarded in accordance with the responsibility of the salesman to maintain and increase business.

No doubt the perfection of advertising is the "heart-to-heart" talk of a competent representative with his prospective customer. Nothing can appeal more certainly to the dealer than the representations made by the salesman who knows his business and is backed up by the confidence born of the knowledge that his goods will fully sustain his statements.

In these days, however, when advertising has become an important factor in the building of business, the salesman has this new force to oppose and he must recognize it whether he wants to or not, and he cannot oppose it successfully unless he is equipped with a similar weapon.

The dealer is not in the same position to-day that he was even a comparatively few years ago. He cannot tell the salesman that he will pay a certain price and no more, must have the goods labeled under his own brand, and will give the salesman the order because he is a good fellow. Mr. Dealer finds that his customers ask for specific brands under the maker's label and want and are willing to pay for them, because

they have been convinced that the goods are satisfactory.

Under these conditions the salesman who fails to co-operate fully with the advertising plans of his house is neglecting one of the staunchest friends he can have as an assistant. The representative should see that his assistant is at work constantly and hard, and guide and strengthen his efforts by pointing out the weak spots on his territory. He should make a feature in his arguments of the advertising campaign of his house, show the announcements and advertising material and talk convincingly upon the benefit to the dealer from aggressive work of this character. It will not lessen his sales, salary or usefulness but on the contrary must have an exactly opposite effect.

There is not the slightest danger of the "advertising salesman" weakening the influence or usefulness of the traveling representative. On the contrary, it will demand of the latter a broader, more comprehensive and intelligent service than ever before, because he must not only possess the knowledge to understand and utilize the new element that has become such a prominent part of progressive business methods, but must be capable of successfully meeting conditions that will be presented as the result of similar methods adopted by his competitors.

Advertising is not doing away with competition; it simply adds another strong element, and so long as competition exists and individual representation is the strongest method of offering convincing arguments, just so long will the traveling representative be a necessity and be of value according to his ability to cope with opposing conditions.

A. M. WOODWARD.

BE up-to-date. The time has gone by when past success is considered an element of strength. In this day and age, experience counts for far less than it formerly did. This is an age of great progress—of rapid change. Experience is not needed so much as is courage to break away from old methods.

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address
THE SUN, NEW YORK.

ILLUSTRATED POSTAL CARDS.

According to the New York *Tribune*, "one of the most innocuous amusements of the day is the illustrated postal card fad." It states that the total number put into circulation throughout the world in one year is said to be 2,360,000,000, of which nearly one-half come from Europe. It would seem that the *Tribune* is wrong in the idea that the illustrated post card is "innocuous." It could be made a splendid and effective means of advertising, if properly planned. Take, for instance, the Western cities and resorts. They are hustling for all they are worth to build up their town or resort, and bring in new blood and capital. The illustrated postal card offers a most effective way of bringing the advantages of these places to the notice of the public.

Hardly any one who has one of these cards pass through his hands but will examine it, perhaps study it and comment upon it. An illustrated card bearing a scene of Pike's Peak, Colorado, with the legend, "It's cool in Colorado," would be a more effective ad for a certain railroad to send out broadcast in summer time than the fans which it now uses. An illustrated postal, calling attention to the big game hunting and fishing along the route of the Canadian Pacific would be an excellent means to call attention to these attractions, and much better and cheaper than the heaps of folders which now accumulate in every hotel and ticket office. The folders could then be reserved for those whose interest was sufficiently aroused to send for one.

Political candidates could use them, with a half-tone portrait. Schools could use them, and furnish them to the pupils for use in short correspondence. In such cases they would be highly prized. Hotels, steamship lines, famous restaurants, big department stores could furnish them free in their writing rooms, and they would be much sought after by frequenters and patrons of these concerns. They would save, too, the use and

waste of so much of the more costly stationery. These are only a few of the many uses to which illustrated postals could be put for advertising purposes.

* * *

Small mail order houses, or those just starting in the business, will do well to use the big Sunday papers that carry a large amount of classified or small ads. To this list can be added those of the great newspapers which publish a weekly edition designed for a large class of people living in the country or in small towns. Many of these weekly editions have subscribers on their books who have been taking the paper for years. By taking one Sunday paper in each big city, of the kind above mentioned, and half a dozen of the weekly editions, the mail order advertiser can cover practically the entire country. The advantage of the weekly ad over the monthly mail order mediums and the magazines is that the cash returns are quicker, since the ad goes into the homes quicker and more frequently. Quick returns are what the mail order advertiser wants. By using the weekly mediums, although the initial cost may be greater, he will sooner see the results of his labors. And his appropriation can be limited to the amount he can afford to spend. Weekly and Sunday papers are exceedingly profitable advertising mediums, as may be proven by the large amount of this class of advertising which they carry.

F. N. HOLLINGSWORTH.

CATCH-LINE ILLUSTRATED.



"UNION MADE."

Increased Circulation
 ———OF———
The Evening Wisconsin
 FOR THE FIRST NINE MONTHS

	1900 Daily Average	1901 Daily Average
January	17,980	20,209
February	18,873	20,385
March	18,981	20,073
April	18,765	20,403
May	19,096	20,406
June	19,431	20,040
July	19,042	19,984
August	19,362	19,819
September	19,353	21,929

INJUDICIOUS MERCHANTISING.

The question of the morality of substitution seems to recur perennially. Few men are so oblique morally that they cannot distinguish between right and wrong.

Surely too much cannot be said against the practice of substitution. Many classes of goods are entirely exempt from the liability of being substituted, a feature upon which manufacturers are to be heartily congratulated. In their case, the honest dealer is relieved of at least one fear, regarding his tricky and unscrupulous competitor. The latter is deprived of one avenue in which he might be striving to delude the public.

The commonest form of substitution is the securing, either by manufacturing it themselves or by purchase, of an article in imitation of a well-known brand, and then palming it off on the buyer as the real thing. By what sophistry such dealers salve their consciences, only such elastic bits of anatomy can themselves determine. To other men there is only one name for such a transaction. If their interests were not concerned they could clearly recognize the immorality of their act.

Whether the article to be thrust upon the public in lieu of another is manufactured by the merchant himself, and put up in imitation packages, or whether it is an imitation which has been bought to be sold in this reprehensible wise, makes no essential difference.

Indeed, there would be no discrimination between the two, except that the law seems to discriminate. Though the former can be and frequently has been enjoined, it appears to be rather more difficult to exercise any restraint upon the latter. Indeed, the conscience of the buyer is the main protection upon which the creator of the bona fide article has to rely. And it does not take even worldly-wise people to recognize how insufficient that curb is.

Cases have frequently been tried in court which come under the other head. Sometimes the verdict has been in favor of justice,

which means the plaintiff—the manufacturer of the original product. Unfortunately, however, for the cause of right, since the *onus* rests on the plaintiff, it is not always possible for the right to win.

There remains another form of substitution, perhaps the commonest of all. This may be defined as the "just as good" phase of it. Regarding the merits of this, there appears to be much difference of opinion. Many people who seem to be scrupulous and thoroughly upright in general, cannot apparently see the wrong in substitution of this character. Waiving all sophistry, does it not seem that as soon as you are forced to defend a proposition, it must be weak? When a thing is right, it needs no defense. Indeed, it brings to mind the saying that "he who excuses himself, accuses himself."

The customer comes into the store and asks for Paine's Peerless Pomade. This article has, by dint of its merits, and by assiduously and expensively advertising them throughout the world, come to be recognized as the leading product of its kind. The customer is met by the reply that Oliver's Own Oil is just as good, and is recommended to buy it in place of the other.

The moment that the customer is urged to accept a substitute, the dealer lays himself open to suspicion. He undoubtedly has some ulterior object in pushing Oliver's at the expense of Paine's. Whatever that object may be, he is doing an injustice both to Paine and to his customer.

The customer is likely to be disposed to resent the liberty which the dealer is practicing upon him. The more he suspects that the latter has an ulterior motive, the more determined he will become to get precisely the article called for, and nothing else.

Even if the dealer is not guilty of a dishonorable action, he certainly commits a very injudicious one.

J. W. SCHWARTZ.

IF advertising is the life-blood of business—and the ad epigrammatist avers it is—there are many businesses suffering from anæmia.

ADVERTISERS PROVE CIRCULATION.

Minneapolis Journal

*The Only Paper in Minneapolis
That Made a Gain in Advertising,
September, 1901, over 1900.*

All the other papers in Minneapolis lose in columns of advertising, compared with September, 1900. Here are the figures:

Measurements for September, 1901, compared with September, 1900.

	Sept., 1900. Cols.	Sept., 1901. Cols.	Cols.
Journal, 25 days.....	967.09	1,005.12	38.03 gain
Tribune, 30 days, Morning, Evening and Sunday, }	932.16	886.07	46.09 Loss
Times, 30 days and five Sundays..	972.10	856.21	115.11 Loss

It is apparent to every one that advertisers use the JOURNAL more than any other paper in the city. As the JOURNAL is the leading Want "ad" medium in the Northwest, it must be the best mail order medium in that section for advertisers.

C. J. BILLSON,

Manager Foreign Advertising Department,

Tribune Building, New York. Stock Exchange Building, Chicago.

BILLBOARD ART.

The writer who studies modern advertising with a view to building theories of it cannot help being impressed with the fact that most of the striking publicity of the day stands out against a vast background of that which is far from striking. He will find himself using this fact over and over, for it is a very large fact—one of the largest that he will deal with.

The advertising fates seem to have taken exemplary care in furnishing a background of mediocrity to billboard advertising. Current posters seem to be under the spell of the chromo of fifty years ago. Despite the high artistic plane to which Beardsley, Bradley and the great Frenchmen have brought the poster, it is seldom the work of art that it should be. The style of poster most in evidence on the boards is the style of which a New York poster artist recently said, "They can only be produced by an extra special kind of Dutch lithographer." Advertisers who use the boards seem afraid of originality, though it is the best paying quality that can be embodied in poster publicity. They cling to the chromo. If the poster have figures in its composition they will be elaborately worked out in seven colors in true show window dummy fashion, while lettering will run around them in snaky curves. If the poster is entirely given over to lettering it will be made with but one end in view—that of obliterating the landscape about it.

The first style is an attempt to get attractiveness; the second is an effort for forcefulness. Few posters of the old school ever combine the two, for their space is wasted in either one or the other direction. And, above all, they have too much to say. The Omega Oil folks, with not more than eight words, have made their remedy known from one end of the land to the other. The Turkish Trophies Egyptian woman dominates any city block of "double-deckers." Yet the mass of billboard advertisers will not leave established lines. They will not

give an Artist (with a "cap") a commission to speak out in simple line and color. They do not seem to realize that, even if he attracts attention by emphasizing the humorous side of their business, he will be advertising them in a most effective way. They try to crowd the poster with argument which people will never read, and are afraid to trust to the human love of beautiful pictures.

Art is a real force on the billboards. Philosophers who see into the heart of things say, rightly, that the advertising of ten years hence is bound to be an exquisitely artistic thing. The Turkish Trophies and Omega Oil posters are Art of a kind that the American people are hungry for. It is the very best of advertising, sane and wholly on the ground, infected with the dollar in all its phases—yet it is Art. The Turkish Trophies poster bears six words and a price, and every one smokes the cigarette. The Omega Oil bulletins seldom have ten words, and are reproduced in *Judge*. Yet the boards are full of unsightly color quarrels, and any one is free to start a society for suppressing them. Current poster art is good from but one standpoint—that of the man who wishes a background against which to display a boy with geese or an Egyptian houri.

JAS. H. COLLINS.

WHAT PUBLISHERS ASSERT.



"HAS ENORMOUS CIRCULATION AMONG GERMAN PEOPLE."

Another Chapter of Results !

THE ABILENA CO.

OWNERS OF
ABILENA NATURAL MINERAL WATER.

The Only American
Cathartic Water

ABILENA

Abilene, Kansas, 9/14/1902.

C. H. HALLIDAY, President.
S. H. WHITE, Vice-President.
W. H. GILSON, Secretary and Treasurer.

Mr. R. R. Whitman,
Kansas City Journal,
Kansas City, Mo.

Dear Sir,-

It gives us pleasure to express our appreciation of the Journal as an Advertising medium. As you know, we first launched our Abilena Natural Mineral water on the market in January of the present year.

Our advertising since that time has been confined to the Kansas City Journal, and our business in the short space of eight months has grown to proportions greatly exceeding our expectations.

The Journal must have credit for the results, as it has been the only medium utilized, and for the last three months the monthly increase in our sales has been practically 100 per cent.

Very truly yours,

The Abilena Company,

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W. E. Eason Sec'y.

THE KANSAS CITY JOURNAL

Daily and Sunday, over 50,000.

Weekly, over 130,000.

Largest Daily, Sunday and Weekly circulation of any newspaper, morning or evening, in any other city in the United States, the size of Kansas City.

THE J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES.

EASTERN OFFICES,

407-10 Temple Court, New York.

WESTERN OFFICES,

1104-5 Boyce Bldg., Chicago.

LONDON AND NEW YORK.

Who are the biggest advertisers, as a class, in New York or any other large American city? Beyond a doubt the big department stores or dry goods houses. Does the same thing apply to the British metropolis or the big towns of England? Most assuredly not. Department stores in London are very sparingly advertised, but the line of business that comes boldly to the front is, strangely enough, instalment furniture.

A recent issue of the *People*, a Sunday paper with a very large circulation, contains but one dry goods announcement—about six inches double column—and about four solid columns of companies who sell furniture on the instalment plan. Twenty-three different companies are represented and the majority of them have branches in different parts of London, the largest having no fewer than sixteen branch stores in the metropolis and suburbs. Four columns is not much space to divide amongst twenty-three advertisers.

The ad costs each advertiser about ten dollars per insertion and that is a big outlay for one paper when possibly half a dozen will be used. At least that is the impression of the advertiser over there. Sixty dollars for all the Sunday papers is, in the eyes of London business men, a fairly large allowance. They would almost drop dead to hear that at least ten times that sum is spent in the Sunday papers here by the smallest of our department stores, and they would certainly have a fit when told that the department stores of New York City alone spend a trifle over two millions of dollars yearly in newspaper advertising.

One furniture instalment firm in Brooklyn—the Brooklyn Furniture Company—spends annually more money in advertising than the entire twenty-three London houses. Ludwig Baumann of New York thinks nothing of spending two thousand dollars in advertising once in the Sunday papers here, and both concerns are in exactly the same line of business as their English brothers. We have plen-

ty of instalment houses here in the furniture line and they mostly advertise—but their advertisements run to more than an ordinary business card like the ads of their English brethren. The advertisements of the 23 concerns differ only in the addresses; the wording and the terms are identical. Fancy reading, or rather seeing, these same ads week in and week out for years! What impression can they possibly make after being read once or twice? Is it not a case of "familiarity breeds contempt"?

And yet they must be deriving some business from the bald announcements or they would not continue to put them in the papers. They may be found there all the year round with seldom or never a variation. No big displays are possible in such papers, for the reason that the publishers will not allow large type, but, if they did, it is questionable whether the average London merchant would avail himself of the privilege when he had considered the cost.

All of which goes to show that there is an immense difference between the local advertising in London and New York.

JOHN CHESTER.

ILLUSTRATED ADVERTISING PHRASE.



"WARRANTED NOT TO FADE."

**Statement of Circulation of the
Pittsburg DAILY PRESS for
the Six Months Ending
July 31, 1901.**

DATE.	FEBR'Y.	MARCH.	APRIL.	MAY.	JUNE.	JULY.
1	83,174	79,807	87,020	78,380	70,771	74,442
2	83,912	80,519	76,020	77,642	74,854
3	71,882	77,164	71,272	74,100
4	88,886	79,858	74,296	76,825	71,308	no paper
5	84,188	77,898	74,518	70,880	74,804
6	84,928	76,852	75,347	76,028	71,222	73,674
7	76,592	77,988	76,364	72,086
8	87,290	78,918	77,300	74,908	70,428	75,982
9	86,710	78,633	74,594	76,544	76,346
10	75,186	77,158	73,776	75,102
11	82,546	77,910	74,208	73,339	75,330	75,610
12	83,484	79,154	79,315	75,988	75,436
13	83,394	77,968	75,533	75,110	74,612	73,398
14	83,398	77,120	73,998	85,671
15	83,366	77,698	72,394	74,224	74,016	74,660
16	83,882	78,272	75,432	75,598	76,284
17	76,134	75,037	76,760	76,306
18	82,776	78,008	76,612	74,702	77,036	80,946
19	83,148	77,372	75,784	77,024	77,260
20	79,144	77,158	79,810	75,226	80,446	74,882
21	79,964	77,938	73,880	78,227
22	81,022	77,480	77,632	75,946	76,640	76,360
23	78,648	76,720	78,780	74,670	75,408
24	80,866	73,322	78,772	78,038
25	79,604	75,908	69,066	73,425	76,902	78,102
26	79,764	73,840	78,145	74,382	77,140
27	79,338	77,428	84,806	72,706	73,106	72,534
28	81,284	76,202	73,068	72,020
29	76,700	80,804	73,874	73,800	74,374
30	75,642	80,910	no paper	75,860
31	74,772	76,128
Total..	1,980,462	2,017,950	2,002,354	1,953,510	1,872,524	1,908,408

**Average daily issue,
six months ending
July 31, 1901 - - -**

77,093

C. J. BILLSON,

Manager Foreign Advertising Department,

**Tribune Building,
NEW YORK.**

**Stock Exchange Building,
CHICAGO.**

IN THE FUTURE.

Advertisers will become more numerous—there will be a more skillful adaptation of the advertiser's story to fit the constituency of the advertising medium.

The hard thing to make a non-advertiser understand is—that the successful advertiser tells a story which takes hold of the heart as well as the mind.

The dissemination of correct ideas among business men will result in the proper appreciation of the economic value of advertising—that it will move goods more rapidly, thereby accomplishing a material saving of capital; that it will maintain a preference at a higher price, thus very largely increasing the profit account; and that it will attract the consumer without personal solicitation, thus securing a material saving in selling expense.

The publisher, in the position he holds, needs more education than the advertiser, as he rarely comprehends the true value of the advertising space he has to sell. When his mind is continuously pre-occupied with the detail of presenting to his constituency matter of such vital interest to them that they are glad to pay him for it—he naturally considers his advertising space as a by-product to be disposed of quickly at the best price obtainable.

The publisher who has an intelligent conception of this important end of his business will foster and encourage the advertising agent who is making valuable property out of his advertising space—will place his advertising department under the management of a man of intelligence and discernment—will furnish to buyers of space a true statement of the extent, and a definite explanation of the character of the constituency of his publication—will show how his space can be most attractively and effectively used—and will sell his advertising at fixed prices solely on the basis that

it is worth the money asked for it, and not on pleas of patronage.

One of the signs that indicate the glorious future of advertising is the gradual elimination of the solicitor, or publisher, who secures his business solely by lavish entertainments, and delusive promises of circulation and positions, and assurances of inside rates.

The knowledge of prices, and whether a certain publisher will make concessions, and if so, along what line, which is of extreme importance to advertisers to-day, will be less valuable as positions become more fixed. The knowledge of reaching the minds and hearts of men and women will become more valuable and require a higher degree of ability in order to discriminate between the different classes of people because of increasing class distinctions. Differences in income are making class distinctions more definite in America, and fewer mediums will be used in future to reach them, thereby making the proper selection a matter of vital importance.

A very successful New York salesman on being asked the secret of his success stated that he always presented the goods to his customers with a suggestion as to how they could make money in reselling them. This is the important business of the advertising agent, and this is how he best serves both publisher and advertiser. The advertising of the future will be conducted on the lines of presenting the advertising space in connection with a plan for making the advertiser money.

Success in advertising depends more and more on the clever idealization of the article advertised, and the adaptation of the idea to the intelligence and requirements of the particular constituency reached by the advertising medium.—*John Lee Mahin.*

CARE in the construction of the ad prevents misconstruction on the part of the reader.

CLEVELAND PLAIN DEALER

CIRCULATION STATEMENT

FOR SIX MONTHS ENDING JUNE 30th, 1901.

DATE.	JANUARY.		FEBRUARY.		MARCH.		APRIL.		MAY.		JUNE.	
	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.
1	43,249		46,153		43,237		43,913		47,886		50,265	
2	43,320		43,990		46,004		70,564		47,091		49,834	
3	43,220						45,993		47,883		50,346	
4	44,893		43,881		44,398		45,788		48,844	43,737	51,358	
5	44,156		43,969		44,491		45,964		48,064		49,953	
6		37,626	44,004		44,456		46,391		48,553		50,904	
7	44,087		44,091		44,458		46,238	61,347	48,553		50,906	
8	44,308		44,067		44,610		46,070		48,520		49,710	44,776
9	43,773		47,308		46,222		46,344		48,474		49,730	
10	43,701			39,823			46,514		49,398		51,072	
11	43,906		43,928		45,313		46,210		48,560	44,722	49,523	
12		37,652	44,280		44,633		47,146		48,560		50,783	44,865
13	43,687		44,003		45,606		46,734		48,551		50,016	
14	43,676		43,964		46,104		47,312		49,128		49,948	
15	44,113		43,901		45,017		48,056		49,128		50,034	
16	43,853		44,544		45,366		48,056		50,285	44,379	49,983	
17	43,900			39,478			47,270		49,138		50,300	
18	43,967		44,081		45,216		47,444		49,298		51,063	46,166
19		37,662	44,571		45,375		47,437		49,298		50,981	
20	43,683		44,571		45,375		47,437		49,298		51,232	
21	43,906		44,571		45,375		47,437		49,298		51,232	
22	43,906		44,571		45,375		47,437		49,298		51,232	
23	43,906		44,571		45,375		47,437		49,298		51,232	
24	43,906		44,571		45,375		47,437		49,298		51,232	
25	43,906		44,571		45,375		47,437		49,298		51,232	
26	43,906		44,571		45,375		47,437		49,298		51,232	
27	43,906		44,571		45,375		47,437		49,298		51,232	
28	43,906		44,571		45,375		47,437		49,298		51,232	
29	43,906		44,571		45,375		47,437		49,298		51,232	
30	43,906		44,571		45,375		47,437		49,298		51,232	
31	43,906		44,571		45,375		47,437		49,298		51,232	
Total	1,196,548	151,923	1,073,312	167,861	1,176,302	201,125	1,241,524	108,061	1,328,215	177,434	1,393,068	224,747
Average	44,317	59,981	44,717	80,465	45,243	40,325	47,751	42,165	49,104	44,300	50,524	44,949

Average for Six Months—Daily, 46,958. Sunday, 41,524.

STATE OF OHIO, }
Cuyahoga County, } s.

Elbert H. Baker, being duly sworn, says that he is Business Manager of the Cleveland Plain Dealer, and that the above is a true statement of the circulation of said newspaper during the first six months of the year 1901.

ELBERT H. BAKER.

Sworn to and subscribed before me this third day of July, A. D. 1901.

Geo. R. AGATE, Notary Public.

C. J. BILLSON,

Manager Foreign Advertising Department,

Tribune Building, New York.

Stock Exchange Building, Chicago.

WITH ENGLISH ADVERTISERS.

By T. Russell.

Whether he brings back the Cup with him or not, Sir Thomas Lipton will have made a plucky and sportsmanlike effort for it, and for about two months he and the Duke of Cornwall will have been about the most talked-of men in Great Britain and Ireland. I often hear it said that the Yacht Cup business is a big advertisement for Lipton, and some people go so far as to assert that the real object of Sir Thomas in claiming the Cup is to score an unequalled mass of free advertising. I do not believe anything of the sort. He is too good a sportsman and too good an advertiser; and he is after the Cup—I hope he will have got it by the time this is printed—for the honor of English sport.

Moreover—to look on the thing from a business point of view—there is no particular ground for believing that the fact of Lipton's yacht being talked of will induce people to buy Lipton's tea, or his bacon, or his eggs, or his butter, or his lard, or anything else that is his. This advertising proposition demands a more robust belief than I have been able to work up in the general intelligence of the bulk of the people. Not one in twenty among the million and a quarter or so of customers whom Sir Thomas Lipton serves daily ever connects the Yacht Cup with the business that supports Lipton's effort for it. A couple of decades of advertising experience in this country, and in most other parts of the British Empire, have left me with a profound appreciation of a certain mordant epigram of Carlyle's.

To advertise abroad is always a difficult problem, and one in which the services of a trustworthy advertising agent are important and useful. A class of business to which this remark particularly applies is hotel advertising. It is, for the most part, casually and amateurishly done; and considering the difficulties involved, the most surprising thing about it is that it can be done at all, to give

a profit. One or two of the big London hotels, for instance, do a little advertising in the United States and Canada—and do it about "anyhow." The exception is the Hotel Cecil, where I paid a visit the other day in pursuance of a hint from the office of PRINTERS' INK. The visit proved to be worth while. The Cecil, instead of doing its advertising haphazard, as most hotels appear to do, has a well-equipped publicity department, and a consistent and sensible advertising scheme. I found that the manager (an Englishman) had a good grasp of newspaper values in the United States, knew a considerable deal about the individual peculiarities of your papers, and perfectly well grasped the difficulties and opportunities of the business he conducts. The advertising is characteristic and well-written.

Asked whether the advertising in America paid for itself, the manager said it was decidedly believed to do so, and pointed to the fact that the Cecil not only lodges more Americans than any other London hotel (which is not remarkable, considering its preponderating size) but also a greater percentage of Americans. The latter are particularly difficult to satisfy in respect of hotel accommodation, too, so that the recommendation is implicitly a considerable testimonial to the Cecil. He said that he used daily papers almost exclusively; did not believe that weeklies and magazines could possibly touch the class he wanted to address; did not confine his advertising to New York, or even to the East, but endeavored to be modestly represented in all the large centers, all the way West to California. He does not employ an advertising agency—thinks he can do better direct (an opinion from which I dissented); confines his publicity to newspapers; street car or other advertising would be too local and momentary. Travelers can't cut out a street car advertisement and put it in a vest pocket to bring to Europe.

The revival of Dr. Conan Doyle's Sherlock Holmes stories may rightly be classed as an ad-

vertising rather than a literary event. Sherlock was as practically dead, five years ago, as any man ever cured by any patent medicine; but Dr. Doyle had left a place for him to crawl back through, and he has returned, heralded by some clever advertising.

Gillette's company has got Sir Henry Irving's theater for the dramatized version of Sherlock Holmes, one of the best melodramas I have seen, and Gillette's pleasant, slight New England accent is far from injuring his impersonation of the hero; in fact, all round, there has been created a considerable Sherlock Holmes boom in London just now.

ALL-NIGHT BARGAINS.

A department store to be open twenty-four hours a day is the latest product of Chicago enterprise. C. F. Gillmann, a jeweler, is a leading promoter of the scheme, and many small merchants, each interested in one branch of trade, have joined him. It is hoped that the all-night store will be able to compete on equal terms with the great establishments already in existence.

The original purpose was to rent two floors and to limit the capital stock to \$100,000. Mr. Gillmann says that merchants have taken hold of the plan with so much enthusiasm that the projectors feel warranted in increasing the stock to \$500,000 and in securing options on three seven-story buildings. About one-third of the stock is reported to have been subscribed.

Among the lines of business already arranged for are the following: Dress goods, corsets, gloves, hosiery and underwear, children's clothing, traveling equipments, haberdashery, drugs, hats, millinery, sporting goods, clocks and silverware, jewelry, optical goods, umbrellas and canes, furs, notions and fancy groceries, restaurant, fancy needlework, candy and fruits, bakery goods, cigars and tobacco, furniture, housefurnishing goods, photograph studio, photo supplies and cameras and dentistry.

No liquors will be sold. A physician will be in attendance to set any bones that may be broken in the wild rushes to the bargain counters. There will be three shifts of clerks, and union help will be employed as far as possible. The reason for keeping open all night is that the management hopes to catch the trade of 40,000 persons who work nights in the downtown district of Chicago.—*The National Advertiser.*

THE BEST PAPER.

The best paper in which to advertise is the one which possesses the confidence of the community in the highest degree. The high character of the paper will throw a mantle of credence over all the advertising in its columns. *Good Advertising, New York.*

Old Friends and the Farm Journal.

ONE of the remarkable things about the FARM JOURNAL is the permanent character of its clientele. This is in sharp contrast to premium and puzzle scheme circulations, which many papers get and "shed" each year as some creatures shed their skin.

A caller the other day remarked that he had taken the FARM JOURNAL ever since 1879. A number of advertisers have used it continuously for twenty years. Such advertisers have found that FARM JOURNAL readers habitually use its advertising columns in buying goods.

Old readers stick to the FARM JOURNAL because it sticks to them. If a subscriber loses money by trusting an advertiser who proves to be dishonest, the publishers make it good. "Fair play" is the watchword.

And so readers go on buying more and more from advertisers, year after year.

There's no other paper like the FARM JOURNAL.

Send orders now for the December number. Circulation over 500,000. Rate, \$2.50 a line. Forms close November 10th, unless all space is taken sooner. (Over 500 lines had to be left out of November issue.)

Wilmer Atkinson Co.,

Publishers FARM JOURNAL,
Philadelphia.

BOSTON LETTER.

The C. E. Osgood Co., house furnishers, make a shrewd bid for the trade of members of the labor unions by presenting members with a handsome lithographed card, reading: "The Reward of Labor—Cossey Homes.—The bearer, if a member of any affiliated union of the Central Labor Union, in good standing, is entitled to receive a complimentary discount on any purchase made of us.—The C. E. Osgood Co."

The concern's cashier calls it the best paying ad for the cost.

A leading cafe made quite a hit during the Webster centennial celebration with an old, dilapidated umbrella spread in the show window over a choice lot of liquors, labeling the display: "This was Daniel Webster's umbrella. He was always dry."

Another saloonist has a "bird" of an ad, one that money could not buy. It is a trained parrot, taught to say only three words. When customers enter the place the parrot says very plainly, "What'll you have?" and in so many cases it is mistaken for an invitation to drink from one another that the bar is becoming a favorite resort.

A tailoring establishment is bidding for business with these unusual inducements. They offer a rebate of \$1 cash if the clothing they sell rips in any way and ten cents for every button that comes off. A competitor advertises that he will press free and repair for one year all clothing made by him.

A boot and shoe dealer announces "Snappy Styles and Swell Shoes," and another shoeman attracts the ladies by claiming his shoes for the fair ones are made on mannish lasts.

Book advertising is just now done on a rather large scale. I asked a Boston bookman what he regarded as the best ad of the lot. He handed me, for an answer, a little clipping that read:

"According to Mr. Howells, the latest Kipling novel should be strictly forbidden to the public libraries. It is a book to be owned, not borrowed, to linger over and

delay, to return to again and yet again, for it is one of the few novels of these later days that have enriched both literature and life."

The people of the Hub seem to be going mad over the stamp plan of advertising. One concern, the Sperry & Hutchinson Co., who redeem their series of green stamps with a line of household articles, have secured a contract with seven hundred merchants in and about Boston to give the stamps to customers on spot cash sales. However, the blue trading stamps seem to be more popular. When thirty of them are collected they get a free theater ticket at most any play-house in the city.

Fred E. Whiting, business manager of the Boston *Herald*, reasons in this way why it is an opportune time to advertise in the Boston papers by citing that twelve million dollars have just been paid New Englanders by the banks as quarterly dividends on stocks, besides several millions to Uncle Sam's pensioners.

Charles H. Taylor, Jr., the business manager of the Boston *Globe*, makes this astonishing assertion in regard to the fall rush for business. He says the *Globe* has to put out a sign as early as two o'clock Saturdays saying, "No more want ads accepted for the Sunday edition."

The opening of the game season in Maine gives a liquor dealer a chance to get off the following: "One of the principal reasons men are often killed instead of a moose in the Maine woods is crazy fluids. When a fellow sees double he is dangerous. Our whisky is pure and will not affect the optics."

A hatter makes a good play on Lipton's "lift" and Schley's "loop" by filling a show window full of derbys and putting in this placard: "Go round the 'loop' and see what others charge, then come back and 'lift' one of these hats for \$2."

A department store gives the druggists a "whack" by stating in their ad: "Any drug article you want you can purchase here without having to run the usual gauntlet of something else 'we make ourselves,' or 'just as good,' etc."

DEAN BOWMAN.



....The....

Newark Evening News

IS A HIGH-CLASS TWO-
CENT NEWSPAPER WITH
A DAILY CIRCULATION
OF 47,000 COPIES. * * *

2 ^{CENTS}
卄

....The....

Newark Sunday News

IS ON A PAR WITH THE
EVENING NEWS, AND IS
THE BEST SUNDAY
PAPER IN NEW JERSEY.

5 ^{CENTS}
卄

Advertisers can cover Newark and Suburbs seven
days a week thoroughly and with one paper.

Publication Office, 215-217 Market St., Newark, N. J.

SPECIAL ADVERTISING AGENTS:

R. F. R. HUNTSMAN, St. Paul Building, 220 Broadway, New York City.
CHAS. J. BILLSON, Stock Exchange Building, Chicago, Ill.
W. H. DAGGETT, 227 Washington Street, Boston, Mass.
LOUIS M. PORTER, . . . 222 Strand, Outer Temple, W. C., London, Eng.

HOW ADVERTISERS GET MODELS.

From the requirements of modern advertising has arisen a new occupation, that of the models for the advertising pictures. Posing for photographs, as well as for pencil and brush made portraits, is an art in which proficiency is attained by usage and study. It is well known that theatrical people take better photographs than ordinary mortals, and the chief advantage they have is in knowing the advantage of a particular pose to bring out the picture that will please the eye and at the same time be true to the original. There are a large number of photographers in Chicago who make it their business to furnish for advertising purposes pictures to suit, and these are procured at a moment's notice from the sittings of the regular models who are on the photographer's list. These regular models are as essential to the advertising picture business as the camera and the ability to use it.

There are kept in stock by the advertising photographer specimens of heads, full figure and group pictures of the models who can be relied upon for photos when needed, and these serve as the samples from which the advertisers' pictures are selected. Often something in stock is selected and made to serve the purpose of the particular advertising scheme which is on hand. Oftener, however, there is a necessity for an entirely new photograph.

A leading photographer connected with a firm which is engaged extensively in the business of furnishing advertising photographs says that there are on the model list of the concern a dozen children who have been regular models since they were infants. The photographers like these because they have been given the training which enables them to pose with better effect. One face which has become familiar to many readers of magazines and periodicals which use picture advertisements is that of an old man who is a familiar figure on the downtown streets of Chicago. He

makes a good old man's photograph and is valuable for this purpose. He adds considerable to his weekly earnings by sitting for these photos. Most of the models have to be supplied with the costumes and accessories necessary to make the picture which is desired and the photographer looks after this.

There are a large number of advertisers who, being the employers of numbers of people, find the best models for the advertising illustrations in their own stores or offices. This is true to a great extent of dealers in wearing apparel, such as cloaks, and there is no better model for a picture showing off a cloak than the live model who is employed in the store to show the effect of these garments to shoppers.

The advertiser demands the photographic face on the figures which illustrate his wares' good points, because there is more realistic effect to be attained in this way than if the artist who prepares the picture from which the advertising cut is made put in a mere drawing of a human figure. The photograph gives the likeness of a particular face, and this adds immensely to the effect. There is in many cases an addition to the work of the camera which retains the facial likeness. This is where the milliner advertiser, for instance, has the new style of spring hat represented on the head of a picture of a real live woman, the hat with its trimmings showing the particular shape and coloring put on by another process. The same is true of representations of other articles of clothing—one head may be made to serve the purpose of showing off several articles. In fact, the close student of the current advertisements will find old acquaintances in many different group cuts and single figure advertisement pictures.

The fashion of using the faces of the children or members of the family to illustrate articles of the manufacture of the father has become more and more popular in recent years, and there is constantly seen an increase in these. It is not always known that the origi-

nals of these pictures are members of the advertiser's family. and sometimes this fact is exploited as likely to give added interest to the advertisement. More frequently, however, there is only a sentimental feeling which prompts the father to thus connect his family with his business.

In spite of all the outside sources from which advertising picture models come there is a steady demand for the services of those who make of posing for them a business, or at least an adjunct to the regular business in which they are engaged.

The picture advertiser recognizes the fact that while some women will not be attracted by mere pictures of women nor some men by pictures of men, all persons are interested in children of themselves, and a well executed picture of a child will draw the attention, and, once drawn, the subject of business will be brought before the observer and the wares of the merchant given more or less attention. At any rate, the advertisers say that as a rule the pictures in which the faces of children are used are more uniformly successful in results than are those where grown people are the models.—*Chicago Chronicle.*

PICTURES of children, like those of pretty women, are perpetually attractive in advertising. If they are in harmony with your goods it is advisable to use them. But, as you value dignity in your advertising, eschew the "baby talk" that is so commonly tacked onto them in current ads.

SHOP MOTTOES.

- We cater to searching eyes.
- Low in price, but high in quality.
- Only good things are worth buying.
- All that is here is not always in sight.
- Our goods do not fear the sunlight.
- Some cheapness you can get too dear.
- A well-stocked store tells its own story.
- Everything that a home needs we supply.
- Quick service, and good, we proffer you.
- What you choose hastily may be returned.
- We have no choice to force upon a patron.
- Equal to the best, and better than all others.
- Our exposition cannot be seen in one day.
- We wait upon you, but won't keep you waiting.
- If you miss something, perhaps we can find it.
- You cannot waste our time—it is saved for you.
- This crowd is made up of customers coming back.
- We shall have new things tomorrow, and always.
- Our numberless patterns and varieties are unequaled.
- We sell our goods, and undersell our competitors.
- We like to make your discoveries here surprise you.
- Good for bad weather, and not bad for good weather.
- We make the store, and the store makes the customers.

An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed)

W. F. HARRIS

(Commissioner U.S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building.

NOTES.

JOHN WANAMAKER asserts that he has been compelled to increase the November issue of *Everybody's Magazine* by 15,000 copies.

THE advertising of the Atlas Line will be handled by the Frank Presbrey Company, New York. It was formerly placed by the Pettingill agency.

FRANCIS H. LEGGETT & COMPANY, importers and manufacturers, West Broadway, New York, send out a real striking mailing card announcing a special deal in "El Gemelo Cigars."

"MORE Business for the Retailer" is an eight-page booklet by Benjamin Sherbow, 2152 North Thirtieth street, Philadelphia, in which the publisher explicitly outlines his services as adwriter and advisor.

W. E. S. WHITMAN, better known in Maine under the nom de plume of "Toby Candon," died in Augusta, that State, Saturday, September 29. He was for twenty-five years a correspondent of the *Boston Journal* and later of the *Boston Herald*.

VERY creditable samples of job work are sent out by the Redlands Review Press, Redlands, Cal. They consist of blotters with the photo of President Roosevelt, accompanied by appropriate reading and a calendar of the respective current month.

BROWNING, KING & COMPANY, Cooper Square West, New York City, deserve to be congratulated upon the handsome and cleverly written and illustrated booklet, "Clothes," which their advertising manager, Charles Mason Fairbanks, has just issued.

THE amount of display advertising carried by the Philadelphia morning papers during the month of September, 1901, was as follows: *Record*, 363,140 lines; *Inquirer*, 280,155; *North American*, 189,510; *Times*, 132,315; *Press*, 182,925; *Ledger*, 168,910.

THE directors of the Quaker Oats company of New York are Fisher A. Baker, John F. Montgomery and Thomas S. Williams. The corporation has a capital stock of \$12,000,000, of which eight million is preferred and the balance common stock.

THE *Arizona Republican*, Phoenix, Arizona, sends out a tastily arranged folder to advertisers calling attention to the fact that 125,000 people are in Arizona, out of which 100,000 are buyers, and that the population is growing at the rate of 5,000 a year.

"ANSWERS" is a 32-page booklet from the Chicago Photo-Engraving Company, 180-182 East Washington street, Chicago, containing information which photo-engravers are so often requested to give. The answers are given in half-tone pictures chiefly.

S. KIND & SON, jewelers, 928 Chestnut street, Philadelphia, publish a little monthly magazine called "Gift Hints," which is calculated to assist mail order buyers to make selections. The Octo-

ber issue contains 12 pages with illustrations and prices of the goods.

"TURNER Vapor Lamps," a handsome booklet published by the Turner Brass Works, 122 East Kinzie street, Chicago, tells about a new art and economy in store lighting. It is illustrated with half-tones and very effectively written. There are 24 pages, 3½x9 inches in size.

THE J. E. Manix Dry Goods Company, of Nashville, Tenn., has a full page ad in the *Sunday American*, of October 6, which can stand creditably side by side with the full page ads of the best dry goods stores of New York or Philadelphia. The display and type arrangements are excellent.

AT the suggestion of Chief of Police W. H. Smith, a number of views of Asbury Park were recently taken from the top of the big repair wagon of the Atlantic Coast Railway Company. They are said to be excellent and will be used for the purpose of advertising the city. —*Asbury Park (N. J.) Press*.

THE financial supplement of the *New York Times*, which has heretofore appeared on Monday, will in future be issued with the Sunday edition of the paper. This change in the date of issue is made necessary by a great and increasing pressure upon the columns of the Monday issue of the *Times*.

THE hundredth anniversary of the first issue of the *New York Evening Post* will be observed on November 16, 1901, by the publication of an illustrated edition of special scope and importance, and with each copy will be given a fac-simile of the first edition of the paper, dated November 16, 1801.

IN a London case just tried a messenger boy was sent to the office of a leading paper with an order for a large advertisement. He did not arrive with it till the next day, when it was too late. The paper sued the company for lack of quickness in their agent and got damages. —*Liberty (Ind.) Herald*.

JANUARY 1, 1901, John Wanamaker contracted with the *Morning News*, Wilmington, Del., for one full page advertisement daily for one year. No other newspaper outside of Philadelphia had it. In July Mr. Wanamaker contracted with thirty other daily papers in cities adjacent to Philadelphia for the same work.

The Teller is a monthly magazine, 2¼x5 inches in size, published at 253 Broadway, New York. It costs \$1.50 per year and contains train time to and from all suburban stations, steamboats and through trains, where everything is and how to reach it. Also the theater attractions of the month. It's practical and handy to carry.

THE quarterly statement of the estimated value of foreign coins issued by George E. Roberts, the director of the Mint, shows that since July 1 there has been a decrease in the market price of silver of .1138 on the dollar. The most marked decrease is in the value of the Mexican dollar, which has

dropped from .473 on July 1 to .464 on October 1.

PETER DOUGAN, who has been connected with Geo. P. Rowell & Co. as advertising manager of PRINTERS' INK for seven years, has resigned. Mr. Dougan as Mr. Rowell's right-hand man has done some very effective work for his employer. Although young in years he is old in experience and understands the advertising business thoroughly.

THE Paris Medicine Company, St. Louis, Mo., manufacturers of Laxative Bromo-Quinine, supplies the druggists with a striking display card. It is a photograph, 19x27½ inches in size, mounted on heavy white cardboard, representing a grove of Peruvian bark trees in Java. The photo was taken on the spot by the secretary of the company in January last.

DRESHER, maker of men's clothes, 1515 Farnam street, Omaha, Neb., sends out his fall and winter announcement with a personal letter, saying: "Considering your services worth \$10,000 a year, I herewith inclose my check for two cents in payment of thirty-one seconds of your time." Accepting this check and paying ten cents for collection would prove a poor transaction from the recipient's standpoint.

F. I. WHITNEY, general passenger and ticket agent at St. Paul, Minn., publishes a handsome booklet, "Pictures of the Great Northwest." It contains seventeen full-page half-tones, giving, as the author tersely remarks, in a very pleasing way, a perfect picture of the homes and farms of the most attractive part of Uncle Sam's big farm. The views presented are on the line of the Great Northern Railway. The booklet is 5½x8 inches in size, and ought to be a good piece of railroad advertising.

THE Baltimore SUN will hereafter issue a Sunday edition, which marks a change in its policy that has excited the greatest possible local interest. The SUN says in its editorial columns: "In deciding upon a step which involved a departure from its long established custom, it has carefully weighed all the considerations bearing upon the question, and has been convinced not only that a Sunday issue is demanded by the great majority of its readers, but that such an issue will 'enlarge its field of usefulness.'"

It was almost a revolution in retailing, away back in 1876, when the new kind of a store opened its doors in Philadelphia; yet it was still an "improved" store when we opened the closed doors of the old Stewart Store five years ago. And it is an improved store to-day—a better store than it was last year; better than it was last month; better than it was yesterday, in some error corrected, removed, not to be a stumbling block again. Better in new energy applied. Better because of your commendation, and our knowledge of what you expect of Wanamaker's. To-day the store is at the top-notch of merchandising endeavor. Ready as never before—as we believe no other store to-day to be—to supply the vast needs

of the greatest city of our continent.—*The Wanamaker Store.*

CALIFORNIA and Texas oil fields and the wireless telegraph are affording an opportunity for the promotion of a fresh crop of Wall street "paper" companies. Reports are current that the backers of the 520-per cent Franklin Syndicate swindle have again become active, and that they are promoting schemes of this sort. Small out-of-town investors are their especial prey. These men are believed to have got the bulk of the money that came to the Miller Syndicate, Miller, who is now in jail, being simply a tool and getting very little of it comparatively. The others are well-known in Wall street, and it was said by men in a position to know of their doings that the police and the postoffice authorities would be doing an important public service if they would make an investigation of them in their latest field of activity.—*N. Y. Sun.*

THE many friends of Mrs. E. M. Snedden will be interested in the announcement of her marriage on September 30 to Mr. Murray W. Ferris, president of the Ferris Bros. Co., 341 Broadway, New York, and her consequent retirement from the advertising business. For the past five years she has conducted with marked financial success, one of the best known agencies in this city. Mrs. Snedden has presented her business, which will be continued with all contracts running, to Miss M. B. Caffin. Her successor is well and favorably known in advertising and newspaper circles, is first vice-president of the N. E. Woman's Press Association of Boston and for the past six years advertising manager of the *American Kitchen Magazine*. The business will be continued at the same address, 140 Nassau street, New York.

THE *Manufacturers' Directory*, published by the Manufacturers' Association of Seattle gives a list of the goods made in Seattle and its immediate vicinity. This book is issued by the Manufacturers' Association, at its own expense, and it does not contain advertising matter. It is distributed among the merchants doing business in the territory adjacent to Seattle, with the view of putting before the retailers and consumers of these cities a concise, yet fairly complete list of the different articles produced by the manufacturers of Seattle. Copies of this Directory may be obtained without charge on application to the secretary of the Manufacturers' Association, 218 Second Avenue South, Seattle, Wash. The secretary is also prepared to furnish any information desired concerning the work of existing factories, and data relative to the establishment of new industries.

AMERICAN locomotives continue popular on the railways of India where they are in competition with English engines. Col. Constable, the manager of one of the great railway lines of India, recently visited the United States to study the railway system, and the Treasury Bureau of Statistics has just received a summarization of his report submitted to the Indian government. Col. Constable states in his

memorandum that no doubt the American engine burns more fuel and wears out sooner than the English locomotive, but Americans do not expect their engines to last more than fifteen years, by which time they are ready to put them on the scrap heap and adopt a different design and a more efficient article, and it must be remembered that coal is exceedingly cheap in America. Col. Constable also states that their great hauling capacity makes up for any defects in their details, and that weak and out-of-date engines are not discarded often enough in India.

"WHAT Raiment Will Your Honor Wear To-Day?" is the title of a booklet just published by Messrs. Alfred Benjamin & Co., New York. It is the first good use of the highest literature in clothing advertising. It promises well, as handled by Mr. Samuel Jaros, who published this book for Alfred Benjamin & Co. This new-old writing has attracted commendation from all parts of the country. It is a striking innovation. The success of this book as a business-bringer can hardly be questioned. From an artistic point of view the booklet is a gem. The illustrations are fashion plates that are not fashion plates—pictures of men, not dummies; good, interesting, attractive pictures, without the stiffness of the fashion figure, but with the ease and grace of art. Each illustration represents the man and his coat as he was in Shakespeare's time—and as he is in the Benjamins' time—with an appropriate quotation taken from the innumerable works of the Bard of Avon, to clothe the man and dress the book.

If Mr. McKinley became the most popular Chief Magistrate that this generation has known, Mr. Roosevelt is, in his own right, the legitimate successor to this distinction. And he is the most interesting figure in our public life. He is almost the only American citizen of recent times who from the highest motives has from his youth given himself wholly to the public service. He has made it a career, having no other profession. At the age of forty-three he has already had an experience that is unique in our history, which is so full of unusual careers. A large volume of positive achievement—positive always—stands to his credit. He is a gentleman of the true democratic kind, who by his broad human sympathy is at home with earnest men of all social types; he is an educated man, a lover and a writer of books, the only writer of non-official literature that has come to the Presidency since the days of the cultivated Fathers of the Republic; he is a manly sportsman, the only President perhaps who could fill the White House with trophies of the chase as well as of war; and, above all, he is an unswerving believer in American institutions, American character and American leadership. The dominant note of his character is earnestness. All these qualities make a man very much out of the common.—*From the World's Work.*

THE ponderously heavy ad seldom carries weight with readers.

CORK-LINED LEAD PENCILS.

S. HOFFNUNG & Co., LTD.,
33 to 37 South William Street,
NEW YORK, Oct. 9, 1901.

Editor PRINTERS' INK:

We should be much obliged if you would favor us with the name of a manufacturer of cork-lined lead pencils. We understand that these are manufactured by a gentleman by the name of J. Hurwitz.

Yours truly,
S. HOFFNUNG & Co., LTD.,
L. S. Hayman.

ILLUSTRATED JOKES.

TORRESDALE, Phila., Oct. 9, 1901.

Editor PRINTERS' INK:

I would like to receive names and addresses of different syndicates which supply newspapers with illustrated jokes. I take this opportunity of expressing my appreciation of your wide-awake and interesting journal.

Yours truly, A. T. WESTON.

LESSONS BY PHONOGRAPH.

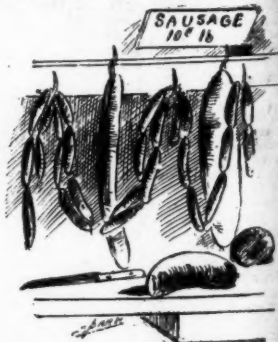
Teaching modern languages by means of the phonograph is a new device. It is employed by some of the many correspondence schools that have sprung up all over the country.

At the headquarters of the school the teacher speaks the lesson into the funnel of the machine. These records are then mailed to the student, who may live a thousand miles away, together with a phonograph and several blank records.

In his own home the student sets the phonograph going and listens while it repeats as pure German, Italian or French as the teacher knows how to speak. Having learned the lesson he repeats it to the talking machine and sends the record back to the school, where the teacher criticises it.

Printed lessons are sent out also, but from the phonograph, it is asserted, the pupil learns correct pronunciation as he never could from books, and almost as well as he would from the instructor at first hand.—*New York Sun.*

MEDICAL AD ILLUSTRATED.



"PREPARED FROM BARKS."

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us! **THE MEN OF LETTERS ASS'N**, 605 Broadway, N. Y.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.**, 48-50-52 Maiden Lane, N. Y.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts.

Quality above price.
From a cylinder to a bodkin furnished.
CONNER, FENDLER & CO., N. Y. City.

ADDRESSING MACHINES.

THERE are many so-called addressing machines on the market, but remember that **Wallace & Co.** is the only one now in successful use among the large publishers throughout the country, such as **Printers' Ink**, **Cosmopolitan Magazine Co.**, **Butterick Pub. Co.**, **Comfort**, of Augusta, Me., and many others. Send for circulars. **WALLACE & CO.**, 10 Warren St., N. Y.

NEWSPAPER BROKER.

SELLERS, buyers are dealing through **A. H. SMITH**, Karville, Ill. Original methods. Plants for sale, \$500 to \$35,000, Atlantic to Pacific.

25 YEARS as owner and publisher of papers in all parts of U. S., from weeklies to largest N. Y. daily, specially qualifies me to advise buyers and sellers. Consult me. **C. M. PALMER**, Newspaper Broker, 233 Broadway, New York.

ADVERTISING NOVELTIES.

BRONZE letter openers. Send for circular. **H. D. PHELPS**, Ansonia, Ct.

\$500 IN genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

EXCHANGE.

WANTED—Printing press, 6x9, in exchange for fine poultry. **TRIBUNE**, Odbert, O.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. **THE ROSTRUM**, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

ADDRESSES.

COMPLETE MAILING LIST for Spokane Co., Wash., exclusive of the city of Spokane, as taken from official records of said county, now being compiled and printed, will be ready for delivery by Oct. 20, 1901. List numbers 6,000 names. Price \$10 with order. References: **Traders' National Bank**, Spokane. **GREENBERG & COWGILL**, 610-12 Sprague St., Washington.

50,000 FARMERS in Iowa owing 25 cattle, 50 hogs or over. Every one a live stock man. Very valuable list for stock food, windmill, feed grinder, etc. 100,000 Iowa farmers owning their own farm, worth an average of \$15,000 at least, many worth \$100,000. 200,000 names of farmers irrespective of property. Great list for patent medicine people. Every name copied from tax list and sworn to. Write for prices. **FARMERS' TRIBUNE**, Des Moines, Ia.

SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL, 38 Park Row, New York, telephone 3202. Contract, special representatives for leading daily newspapers.

PAPER.

SEND for samples of our Seal Linen Ledger, 8 1/2c. per lb. No ledger at same price can approach it. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," **St. Louis Electrotype Foundry**, No. 211, North Third St., St. Louis, Mo.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. **GILL ENGRAVING CO.**, 140 Fifth Ave., New York.

TO NEWSPAPERS.

LARGE New York department store will make exclusive arrangement with newspaper publishers in Connecticut and New York towns to act as local representatives. Very profitable and permanent deal, involving little trouble. Address **LAURENCE ELKUS**, 9 East 16th St., N. Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 17 Spruce St., New York. Special prices to cash buyers.

ADVERTISING AGENTS.

\$5 HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. **HUNGERFORD & DARRRELL**, Washington, D. C.

LET us place your advertising in the papers of Mexico, Central and South America, Cuba, Porto Rico. That is our specialty. Rates low; sent on request. **OPTIMUS CO.**, 194 B'way, N. Y.

PRINTERS.

1,000 CARDS, "wired" envelopes, bill heads or statements, \$1.50. Free samples of above and other work. **PINK & SON**, Printers, 4th & Chestnut, Philadelphia.

WE print an attractive, booklet, 8 pages, 3 1/2x5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$35. For illustrations and writing copy, if so desired, we make a small additional charge. **PRINTERS' INK PRESS**, 10 Spruce St., N. Y.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISING MEDIA.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

To reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

1,800 WEEKLY guaranteed. Rates 10c. in flat. **CHRONICLE**, Princeton, Ky.

ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.

40 WORDS, 5 times, 35 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,300.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

CHRONICLE, Owatonna, Minnesota, reaches agricultural people of means. Guaranteed circulation 1,750 weekly.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

PRESS-REPUBLIC, Springfield, O. Leased free Associated Press report. Sworn circ'n guarant'd by Citizens' Bank to exceed 8,000 daily.

PHOTO-STRAWS. The best 50c. photographic magazine. Reaches 3,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

KEY WEST, Florida. Read and advertise in the Key West **ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 9 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE SUBSEX STANDARD, published at Waverly, Va., is more than a county paper. Peanut growers, buyers and cleaners read it because it is the only special peanut paper. Covers the Va. peanut belt. Rates: 1 inch, 1 year, \$4; 20 per cent discount for all electros.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

DODGE COUNTY, Minnesota, rich dairy and agricultural region; population, 14,000; only 23 townships; 6 banks; where most of the farmers have money. **THE DODGE COUNTY REPUBLICAN**, Kasson, Minn., covers this territory thoroughly. Established 1867. All home print. The best equipped country printers in the state, exclusively devoting its new brick building \$10,000 to its increasing business. The **REPUBLICAN** reaches the people; 1,500 circulation, and five other papers in the county.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

BOOKS.

CATALOGUE of 30 books on mail order adv'g etc., free. **FURMAN & BOOK CO.**, Buffalo.

\$10 WILL start you breeding thoroughbred poultry. 300 per cent profit can be made. A book telling how to start, proceed, care, house, feed, 25c. postpaid. **POULTRY ITEM**, Fricks, Pa.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Cazton Caveat*.

The book will be sent to any address upon receipt of one dollar. **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

FOR SALE.

FOR SALE—Cheap, complete improved Country Campbell printing press, bed 36½x31. **SUYDAM**, 22 Union Square, New York City.

FOR SALE—Cheap, good job office in a rapidly growing Ohio city of 50,000 pop. Two cylinder and four job presses. All good material and late faces. One-half for sale to a good, sober, reliable, tasty job printer, or all for sale. Address "C. P. M.," care **Printers' Ink**.

COMPLETE printing office for sale; cost \$4,000; will sell for \$1,200, all cash, or \$1,500 on time. Power 36-in. cutter, drum pony, one 12x18 and two 8x12 jobbers, 4-h. p. gas engine, 300 fonts job type and lots body type. Well established in good Chicago location, cheap rent. **EDWARD B. WITWER**, 155 Lasalle St., Chicago.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 3c cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

NEWSPAPERS FOR SALE.

FROM hundreds of attractive bargains in dailies and weeklies I have room to name a few only:

N. Y. semi-weekly making \$4,000. City 15,000. N. Y. weekly making over \$3,000. Very easy terms to immediate purchaser.

N. Y. county seat paper making \$2,200.

N. Y. weekly, affords good living, \$1,000 down.

N. J. weekly, large city, making \$4,000. Attractive terms.

N. J. weekly, town 10,000, near N. Y.—\$1,000 down secures half interest.

Conn. weekly, half interest to practical man. Easy terms.

Penna. daily, city 12,000, fine country, rural delivery, large plant.

Penna. daily, profitable, only \$1,200 down.

Penna. daily, rapidly growing city. A bargain.

Penna. weekly, large town, making \$1,500. Price \$1,500.

Ohio—Large number profitable dailies and weeklies requiring \$500 to \$10,000 cash.

Alabama—Weekly making \$4,000. Price, \$6,300. High, rolling country.

Colorado—Weekly making \$1,500. Only \$800 down.

Colorado—Daily, very profitable, \$10,000.

Kansas. Weeklies making \$500 to \$2,500 for payments \$500 to \$3,000 down.

Iowa. Making \$2,400 a year, for \$2,500. Another making \$1,200 for \$1,100 down.

Maryland. County seat weekly making \$2,100. only \$1,800 down.

Michigan. Several dailies and weeklies show-

Indiana. ing fine profits at figures requir-

Illinois. ing \$500 to \$10,000 cash down.

Missouri.

I cannot name them all. Write me and state your wants. C. M. PALMER, Newspaper Broker,

223 Broadway, New York.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.60 per M in large lots.

3 PER 1,000. Less for more; any printing.

3 THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISEMENT CONSTRUCTORS.

7 **FLORIST**'s ads, \$1. A. O. PENNEY, 919 E. Capitol St., Washington, D. C.

W. M. WOODHOUSE, JR., Trenton, N. J., says his adwriting business grows.

ADVERTISING that brings results—sells the goods—is written by **EDWIN S. KARNS**, 571 E. 43d St., Chicago.

MAIL orders, without advertising expense. Manufacturers, write. **GEO. R. CRAW**, 24 Adams St., Chicago, Ill.

INTERESTING literature about my business free. **BENJAMIN SHERBOW**, Advertiser, 1532 N. 30th St., Philadelphia.

IT will pay you to write your ads. They will be trade producers. **F. CORY BLISS**, 1443 Chapin St., Washington, D. C.

IF you need the assistance of any one who can prepare effective advertising matter, I am at your service. **ADWRITER HOFFMAN**, Lock Box 597, Philadelphia.

50,000 82-PF. and cover, 5 7-8x9, good paper, written, illustrated, printed, 1898. **M. P. GOULD CO.**, "Medical Advertisers," Bennett Bldg., N.Y. Ask for other prices.

"**JACK THE JINGLER'S**" best of fads is writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

ONLY \$1. \$1 buys 100 attractively written shoe advertisements. Every ad is a bus. bringer. Adapted to all seasons of the year. Try \$1 worth. **GEO. R. SYFERT & CO.**, 48 S. 9th St., Columbus, O.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

DEMONSTRATING order six strenuous, vital, living, meaty ads, any business, 50 cents. Fasten and clinch customers. Been nailing trade for merchants 12 years. Practical work; no theoretical fol-de-rol. **FRANK E. MOYNAHAN**, Mirror Press, Danvers, Mass.

I HAVE had many years' experience helping business men with advertising matter. I will write a four-page circular or matter for a column ad't for one dollar, and if Dun says you are good, I don't want the dollar till I suit you. Send me details. **WALKER ADMAN**, 9 Crane St., Jamestown, N. Y.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

COPY for short circular, \$2, cash with order. **JED SCARBORO**, 557½ Halsey St., Brooklyn.

"**THE** world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO., St. James Bldg., New York. Phone 1748 Madison Sq. 8 way & 36th St.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

HENRY FERRIS, his [H] mark, 1049 Drexel Building, Philadelphia. Writer and designer of ads, especially for the mechanical and trade journals. No foolishness—clear, strong business ads. Three trial ads for \$5, if you mention this paper. Money back if you don't like them. Send circulars or data, and name papers to be used. Reference, Gimbel Bros., Quaker City Rubber Co., Machinery, Farm Journal, **PRINTERS' INK**.

**TO DEVELOP BUSINESS NOT ADVERTISED—
TO IMPROVE BUSINESS UNDER-ADVERTISED—
TO CORRECT BUSINESS UNSUCCESSFULLY ADVERTISED—
TO EXTEND BUSINESS SYSTEMATICALLY ADVERTISED—** is my work.

I originate, write, design, illustrate and print every feature of novel and effective advertising. I plan advertising methods—prepare all details and superintend execution—for the smallest expenditure to the largest appropriation. Practical experience, not theory—careful study, not chance—have made my work successful and helped my clients obtain profitable results.

Send me your Booklets, Follow-up Method, Advertisements, any of your Business Messengers—probably I can suggest some money-making improvements, or possibly I can advise novel and original business producers.

SAMUEL JAROS,

Writer and Publisher,

150 Nassau St., New York.

"**SEEING** is believing"—'tis often believing that something similar to what I have made for others might profit the man to whom I send samples of my work. Most of my best clients saw some of my "doings" before giving me their first order. Is it any wonder that I gladly send collections of samples to correspondents interested beyond the postal card limit? I make Catalogues, Booklets, Price Lists, Folders, Mailing Cards and Slips, Newspaper and Trade Paper Advs.—indeed, everything in trade literature. **FRANCIS I. MAULE**, 409 Sansom St., Philada. I usually make unusual things.

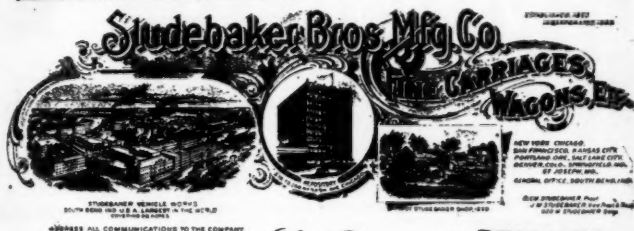
**At This
Office**

**10 Spruce St.,
New York.**

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

PRINTERS' INK

CHARLES ARTHUR CARLISLE, PURCHASING AGENT



ADDRESS ALL COMMUNICATIONS TO THE COMPANY

South Bend, Ind. Oct. **RECEIVED**
OCT 9 1901
GEO. P. ROWELL & CO.

Printer's Ink,

10 Spruce St. New York, N.Y.

Gentlemen:- A good thing not to be forgotten, is that as the numbers of Printer's Ink grow older they become richer. I often spend a refreshing hour in perusing back numbers of your excellent publication which so interestingly touches many truthful doctrines that no-one desiring to keep abreast of the times can afford to miss.

Yours truly,

Studebaker Bros. Mfg. Co.

Charles A. Carlisle
Chairman Advertising Com.

GROWS BETTER.



Recognized Afternoon

Wh Th

Pittsburgh Chronicle-Telegraph

Carry more Advertising, both and
six-day Newspaper in Pitts-

BECAUSE it is the first Pittsburgh paper that goes
on an advertiser's list. Proof is given here

The volume of advertising (all kinds, exclusive of official) carried by THE CHRONICLE TELEGRAPH during the six months ending September 30, 1901, exceeds that of its nearest competitor by 70,000 lines.

Total volume of THE CHRONICLE TELEGRAPH, **1,248,716 lines**

" " " nearest competitor, **1,178,709 "**

Excess in favor of CHRONICLE TELEGRAPH, **70,007 lines**

This presents an invincible argument, and shows the esteem in which THE CHRONICLE TELEGRAPH is held by the discriminating advertisers in the Pittsburgh field, and also the biggest patronage in the foreign field.

THE CHRONICLE TELEGRAPH,

THE S. C. BECKWITH & CO.

SOLE AGENTS FOREIGN

43-44-45-47-48-49 Tribune Building, New York.

of the "Smoky City" Procession.

The

Chicago Telegraph

and Foreign, than any other
Morning and Evening?

The actual average circulation figures for
the past eight years are as follows :

age for February, 1901,	-	-	57,638
" March, "	-	-	56,312
" April, "	-	-	57,987
" May, "	-	-	55,776
" June, "	-	-	55,339
" July, "	-	-	53,481
" August, "	-	-	52,439
" September, "	-	-	61,077

OWE, Business Manager.

AL AGENCY,

469 "The Rookery," Chicago.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: No. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, OCT. 23, 1901.

In the matter of the award of the Sugar Bowl to a trade paper, it begins to look as though the dropping of the *Iron Age* may have been premature. The candidates for the award seem to be narrowed down to *Power*, *Machinery* and the *Inland Printer*. Now, there are a whole lot of people who know that the *Iron Age* as a property has a money value far beyond all three of these put together. The proprietor of the *Iron Age* won't let any one know how many copies he prints, but he must print some copies or he could not get so many advertisements and keep them so long.

THE best circulation is that which combines both quality and quantity.

THE finest page of advertising space in the world can be vitiated by poor copy, and the finest page of advertising copy can be vitiated with poor space.

THE Omega Oil people have given an advertising order to the Remington Bros. to place their advertisement in daily papers to the amount of a quarter of a million dollars—so the Remington Bros. say.

"A THING to which a fool does not consent, know as the right thing," says the Talmud. That was written many centuries ago, and yet the fool is still pointing the way for human progress. "Advertising is a humbug; it does not pay," is the burden of his dissent at present.

THE man who goes into advertising without a definite end in view usually arrives at an end that is unalterably definite.

NEVER rest contented that you control your branch of trade. It will never remain with you unless held down with ceaseless efforts and untiring vigilance.

MR. J. E. VAN DOREN, who was long known as one of the most successful of the special agents, is likely to enter the field once more. A paper that is good enough to secure his services could not have a better representative.

WHEN a merchant expects to promote his business and elevate himself in his customers' eyes by belittling the methods, goods and prices of a competitor, he always makes a sad mistake. Customers generally perceive that the motif for such uncharitable statements is likely to be jealousy.

IN a recent circular issued by the New York *World* it is stated:

It has been publicly proven by official figures of the American News Co. and its branches that the *World* has a greater circulation in New York City than any competitor by tens of thousands.

Whatever the fact may be, it is not as stated above. Nothing about newspaper circulation has ever been publicly proven by official figures of the American News Co.

SIMPLICITY is generally the best originality. But it must be original simplicity. The Macbeth lamp chimney advertising was begun in days when ads were mainly a compilation of hackneyed phrases, crowded together in a most torturous style. The simple light-faced sentence was unique, and won its way readily. And it wears—which shows that it is true—original simplicity. Advertising standards have improved phenomenally since then, yet the Macbeth sentences stand out as high as they did a decade ago.

THE circulation of the *Daily Record-Herald* is the largest of any two-cent newspaper in America, and is double that of its nearest Chicago morning competitor—*Record-Herald*, Chicago.

THE New York *Evening Telegram* for the week ending October 5 printed an average of 207,333 copies per day. During the first nine months of the current year the *Telegram* gained 2,472 columns of advertisements as compared with the corresponding period of 1900.

THE *Advisor*, New York City, in its October issue calls the advertising business in this city rotten to the core. It asserts that it has been made so by a few agencies which, not content with competing for business on legitimate lines and the basis of good service rather than cut-throat methods, have adopted underhanded schemes and dishonest practices for the purpose of luring advertisers and publishers in their snares.

SAY what you have to say first in your ad, and look upon attractiveness as the secondary factor. Do not make too great an effort to get the latter quality. Do not get it at the expense of the first. People either read it or they do not read it. It is really a matter of Kismet in some of its phases. If you can prove in the headline that the ad is worth reading it will be read, but woe unto the advertiser who is found wanting in the matter of information about goods. Attractiveness will stand him in little stead.

Be dignified in your advertising, but don't worry too much about the "dignity" of it. And never fall into the notion that your business is too dignified to be advertised. Modern publicity is getting to be a wonderfully awesome and dignified thing. It began with radicalism; it is becoming conservative. Brights minds have been looking into its art the past decade, and have made it more dignified than is generally known. If a business is dignified enough to be followed it can be advertised with far more dignity than the taking of money at the cash counter for goods or professional services. No one has ever questioned a merchant's right to his profits, and no one can question his right to advertise within the bounds of sense and taste.

DAVID WILLIAMS, proprietor of the *Iron Age*, has had a longer connection with trade journalism than any other man in America; and has probably made more money out of it; and given better service than any other trade paper for every dollar he has received.

THOMAS B. WANAMAKER makes this explanation: "Concerning the *North American*, and especially the proposed Sunday edition, I desire to state that being the sole owner of the stock of the North American Company, including the real estate, I therefore control its policy, and am alone responsible for its management. My father, Mr. John Wanamaker, to whom some persons have erroneously attributed actual or constructive ownership or control of this paper and its policy, has no authority over its property or management whatever. His disapproval of and opposition to the publication of Sunday newspapers generally, and particularly one owned by his son (which he has made every effort to purchase for the purpose of preventing a Sunday issue), constitutes a difference of moral opinion between us which I profoundly regret."

CRITICISM of your advertising is always helpful, provided the critic is competent and not afraid to point out weakness. But it is well to remember that the advertising which succeeds is right—always. "That's all," the catch-phrase of Wilson Whisky, came in for more than the usual share of condemnation from critics, who thought that the public would not be satisfied with "That's all" as a reason for drinking Wilson. And the critics were partly right, for if Wilson had been exploited less widely with the same phrase it might have failed of its present success. Nor is its success conclusive proof that it would not have benefited through other methods. But it has paid its way and established itself with the public, and therefore it is right. That method is good advertising for Wilson, though it were bad for all the other advertisers. Advertising which succeeds is always right—even if it be wrong.

THE ad that pays the reader will seldom fail to pay the advertiser.

To found a business on honesty, real worth and judicious advertising, is to found it on bed rock.

It's a poor policy to set display lines entirely in capital letters, for the reason that capital letters are harder to read than lower case.

It will soon be time for the thermometer to take the center of the stage again. In the extremes of midwinter and midsummer the temperature is a necessity of national life, and the store in each block that has a reliable instrument hung where it can be consulted easily will get the attention of half the pedestrians who pass it. It is an easy matter to so place one that those who consult it will see a display of goods or a brief, forceful window legend, and when one considers its drawing power he will wonder why thermometers are so scarce in the average town.

FAILURE of a trial ad has set more business men against advertising in general, keeping them out of their own, than any other factor in publicity. Which is a pity, when the indefiniteness of a trial ad is considered. A trial ad represents low water mark—absolute bottom. It is not decisive. It has no more value as evidence than a first meeting with an individual who afterwards becomes your friend. Of all the ads in a long campaign it is worst, even though it is written by an adept. If it is written by a novice in advertising that novice will never write a weaker one. It is like the first discord struck out of the piano by a beginner. If a student becomes disgusted with such an initial effort he will never get farther, and if a merchant abandons his advertising intentions because the first ad was unremunerative, he will never get farther. The first attempt at anything is valuable only as an educator, and the man who declares all advertising a humbug when his first ad fails to bring returns is one not likely to profit by education.

To decry your opposition means to advertise your competitors and to admit that you feel distressed at their ability to draw trade from you.

CIRCULATION is, after all, the principal factor in advertising. The poorest ad will often pay returns if it is given a wide circulation among people who are interested in the goods it exploits. The conventional "To Rent" sign is a primitive attempt at publicity when tacked to a vacant house, but the manager of a New York apartment building has turned it into an excellent ad by the very simple method of giving it a circulation in street cars. "The Clark, Madison avenue and 87th street (corner building); one apartment to let," is his legend, displayed in cars that pass the door.

NEWSPAPER men are prone to deliver harangues on the advisability of about every one on earth advertising, but they seem to live on the assumption that this does not apply to themselves. They recognize advertising as a rock-bound rule for all, and themselves as the only exception to the rule. Newspapers can advertise as profitably as any other line of business and many papers are coming to recognize this, as is evidenced by the constant advertising being done by the metropolitan journals and many of the more enterprising papers in the smaller cities. It is hard to convince a newspaper man that it would pay him to advertise special features in the columns of his contemporaries, and yet this is true. The present advertising of newspapers seems to be largely confined to the billboards, and it is undoubtedly true that this medium is immensely profitable to those newspapers making use of it. We believe that newspapers generally can profitably take up the question of advertising themselves. And while you are outlining your campaign do not lose sight of the value of your contemporary's columns. He reaches many people that you don't and vice versa.

THE systematic study of the internal commerce of the United States undertaken by the Treasury Bureau of Statistics is already making such progress as to justify predictions of its success and permanent value to the business, commercial and transportation interests of the country. Less than two years ago a systematic attempt was made to establish this system by which the movement of great articles could be measured at certain points, and thus some definite information obtained regarding the great and hitherto unmeasured internal commerce of the United States.

TAMMANY'S ad-smith is very busy these days. He has rigged up a stereopticon sheet in Fourteenth street, and feeds political aphorisms to the multitude until all hours of the morning:

"Some reformers don't realize how bad Tammany Hall is until they are kicked out of the old organization."

"You can't sell a bond of the Republican city of Philadelphia except at a great sacrifice. You can't buy a bond of Democratic New York City except at a big premium."

"Rebuke the unscrupulous attempt to destroy the people's confidence in the Brooklyn Bridge for partisan purposes."

His chief effort, however, is a large poster which reads:

"What Andrew Carnegie Said—'New York is the best-governed city in the world. New York is splendidly handled. Her streets, parks, public schools and institutions are magnificently managed.'"

"What Andrew Carnegie Did—He gave New York City, under the present administration, \$5,500,000 for public libraries. Vote the Democratic ticket."

To the mind of the Little Schoolmaster, there is something absolutely humorous in the idea of Andrew Carnegie giving public libraries to Richard Croker. And, considering the ad merely as an ad, it seems as though the biased voter would find "New York's magnificently managed institutions" quite as subtle.

THERE is something perennially attractive about an ad set in pica or great-primer old-style paragraphs of the kind now being used by Schlitz. In the past few years this style has been used by a very few firms who have always had something to say, and now it has come to stand as a sort of typographical dress for the ad that needs no type tricks to emphasize its text. Take note, next time you go through the advertising pages of a magazine, how you instinctively read such ads.

A PERIODICAL published at Binghamton, N. Y., called *General Information*, tells in its September issue just how a newspaper may get its correct circulation stated in the American Newspaper Directory:

In order to get a figure rating a publisher must fill out a blank (which is furnished by the Directory publishers free) showing the number of papers printed each issue for one year back up to date; must properly date and sign the statement; the number of papers issued is then divided by the number of issues and that gives the average for the year and is the quotation accorded to the paper. If the publisher of any paper over one year old, that carries advertising, neglects to ask for such statement in blank and properly comply with the above requirements, then the publishers of the Directory are forced to estimate the circulation, and as no figures have been furnished, they rate the average as high as they think the facts would warrant. Any publisher who tries to make advertisers believe that the publishers of the Directory will not give a fair and proper figure rating unless they are patronized, is simply stating that which he knows to be false. The proper way for any publisher who is about to make a statement is to have duplicate blanks, fill both out and have some intelligent, disinterested person compare by reading and then sign, and if thought necessary, swear to the comparison having been made and found exactly alike. All that the publishers want is a statement of the number of copies printed each issue. Any publisher that will not comply with such an easy condition, should make no excuse that he cannot get a proper rating.

The specifications set forth by *General Information* are not entirely accurate. The newspaper man need not obtain or use the blank. It is only furnished as a convenience. The publisher's statement made in his own way is just as satisfactory to the Directory people so long as it conveys the necessary information and is signed and dated.

THERE is a red-hot newspaper in Detroit called *To-Day*, doubtless a trustworthy publication. In its issue of October 1, *To-Day* enumerates the following list of one hundred papers said to have 20,000 circulation or more, and the paper asserts that the position given to each paper is in the order of greatest circulation, as determined by the figures of Geo. P. Rowell & Co.'s American Newspaper Directory for September:

- 1—New York Journal.
- 2—New York World.
- 3—Chicago News.
- 4—Philadelphia Record.
- 5—Boston Globe.
- 6—New York Herald.
- 7—Philadelphia Enquirer.
- 8—Philadelphia North American.
- 9—Boston Post.
- 10—Chicago Record-Herald.
- 11—Cincinnati Times-Star.
- 12—New York Telegram.
- 13—Philadelphia Bulletin.
- 14—Cincinnati Post.
- 15—New York Sun.
- 16—Boston Herald.
- 17—St. Louis Post-Dispatch.
- 18—Kansas City Star.
- 19—Chicago Tribune.
- 20—Philadelphia Telegraph.
- 21—St. Louis Globe-Democrat.
- 22—San Francisco Examiner.
- 23—New York Times.
- 24—St. Louis Republic.
- 25—San Francisco Chronicle.
- 26—Cleveland Press.
- 27—New York Press.
- 28—Buffalo News.
- 29—Pittsburg Post.
- 30—Detroit News.
- 31—Boston Journal.
- 32—San Francisco Call.
- 33—Pittsburg Press.
- 34—Chicago Chronicle.
- 35—Minneapolis Tribune.
- 36—Baltimore Sun.
- 37—Pittsburg Times.
- 38—Baltimore American.
- 39—New York Evening News.
- 40—Chicago Inter Ocean.
- 41—Indianapolis News.
- 42—Pittsburg Chronicle-Telegraph.
- 43—Philadelphia Gazette.
- 44—Kansas City Journal.
- 45—Minneapolis Journal.
- 46—Cincinnati Enquirer.
- 47—Newark Evening News.
- 48—San Francisco Bulletin.
- 49—St. Paul Dispatch.
- 50—Buffalo Times.
- 51—Cleveland Plain Dealer.
- 52—Pittsburg Dispatch.
- 53—Brooklyn Eagle.
- 54—Pittsburg Commercial-Gazette.
- 55—Baltimore News.
- 56—Providence Bulletin.
- 57—Detroit Free Press.
- 58—St. Louis Star.
- 59—Philadelphia Press.
- 60—New York Tribune.
- 61—Louisville Times.
- 62—Philadelphia Star.
- 63—*To-Day* (33,087).
- 64—St. Paul Pioneer Press.
- 65—Washington Star.

- 66—Baltimore Herald.
- 67—Chicago Journal.
- 68—Buffalo Courier.
- 69—Des Moines News.
- 70—Rochester Democrat-Chronicle.
- 71—Atlanta Journal.
- 72—Detroit Journal.
- 73—Minneapolis Times.
- 74—Detroit Tribune.
- 75—Pittsburg Leader.
- 76—Omaha World-Herald.
- 77—Syracuse Herald.
- 78—Grand Rapids Press.
- 79—Kansas City World.
- 80—Los Angeles Times.
- 81—Washington Times.
- 82—Denver Post.
- 83—Omaha Bee.
- 84—Denver News.
- 85—Denver Republican.
- 86—Philadelphia Public Ledger.
- 87—New York Evening Post.
- 88—Portland Oregonian.
- 89—Memphis Commercial-Appeal.
- 90—Milwaukee Journal.
- 91—Seattle Times.
- 92—Richmond Times.
- 93—Albany Times-Union.
- 94—Milwaukee Sentinel.
- 95—Boston Transcript.
- 96—Cleveland Leader.
- 97—Kansas City Times.
- 98—Toledo Blade.
- 99—Springfield Union.
- 100—St. Joseph News.

The list is certainly interesting. It begins, however, with two papers concerning the circulation of which the American Newspaper Directory has never yet been able to get any information that could be considered reliable. The one paper that constantly gives definite and certain information about its circulation, and has figures higher than are accorded to any other paper, and has had such figures for several years, is published in Chicago, and the name of it is the *Chicago News*.

"BARGAIN offers" in newspaper space ought to be alluring to those who buy space. To say that a three-inch ad three times a week will cost but \$29.89 each week, after the style used by the *Philadelphia Record*, is an eminently strong way of "playing up" the inexpensiveness of your particular brand of publicity. And to emphasize the fact that it means merely another salary on an advertiser's pay-roll is an admirable way of throwing the lime-light onto the proposition. Yet few newspaper publishers quote rates in their ads, and those who do are content with the bare rate per line. There is a chance for developing a new line of advertising here.

TO CONVINCE THE ADVERTISER. THE BOYCE CIRCULATIONS.

MARSHALLTOWN, Ia., Oct. 10, 1901.
 Geo. P. Rowell & Co., 10 Spruce St.,
 New York City:

GENTLEMEN—Have the advertising agents or larger advertisers themselves an association through which we could have our circulation personally inspected and the report be accepted by all the agents and advertisers as being correct?

We are publishing a daily in a town of 13,000 people that by reason of most admirable train service circulates regularly in 300 Iowa towns, and is one of the three largest dailies in Iowa. However, because of the size of the town, we cannot convince strangers that we have such a field and such a circulation. We have had a committee of local advertisers count and verify our lists and report, as per inclosed fac-simile, and it has had good effect at home, but what we want now to do is to pay the expense of some representative of an advertisers' association to come out here and make a thorough inspection of our circulation.

We are prepared to show the cash book receipts of the money paid in on subscription, the galley lists of names, the press run, the ledger account of print paper bought and the postoffice weights of papers mailed, to prove that we have an average daily paid circulation now of 5,400 maintained at the highest subscription price in Iowa, which guarantees quality, and a semi-weekly list of 7,200, every one paid in advance.

If we could convince the general advertisers of these things through some association that could represent them all, or many of them, we would be glad to pay the expense of sending a man out here. Any assistance or information you may give us will be greatly appreciated. Yours respectfully,

THE TIMES-REPUBLICAN,

J. P. Dotson,

Business Manager.

The Association of American Advertisers, with an office at No. 1829 Park Row Building, New York City, are in the business of doing just what Mr. Dotson wants; but what they learn they keep to themselves, and it is, on that account, about as useful as a document buried under the corner stone of a temple, not intended to see the light until the building is worn out.

It is next to impossible to successfully imitate an advertising campaign that has paid some one else. Methods are as various as the articles exploited. The wisest advertiser is he who adduces a method of his own from the successes and failures of all other advertisers.

Some time ago PRINTERS' INK offered a sugar bowl to the weekly publication having the lowest rate per line per thousand. The prize was awarded to the Bangor *Weekly Commercial*, which has a circulation of 28,000 and a rate of 7c., making the average per thousand copies $\frac{1}{4}$ of a cent per line. Boyce's Weeklies claim 500,000 circulation and the actual circulation is over 560,000 copies per week, which amount we stand ready to prove by postoffice receipts. Our rate is \$1.10 per line, which makes the price 1-5 of a cent per line per thousand or 20 per cent lower than the publication that got the sugar bowl. We pride ourselves that our rates have been given some prominence, and we hold in our possession registered letter receipts showing that the Rowell Agency has our rate card. It would seem that the sugar bowl was awarded in an unfair manner.—*Boyce's Hustler*.

One difference between the Maine paper that did get the Sugar Bowl, because it was entitled to it, and the Boyce Weeklies, that never had any chance, may be found in the fact that the Maine paper actually did prove its circulation, while the Boyce papers only "stood ready." In PRINTERS' INK for October '9 space was given to the following statement:

The editor of the American Newspaper Directory says: "There are hundreds of weeklies that would have a better chance to get the sugar bowl award than the Boyce weeklies. The Boyce weeklies may have large circulations, but I have never been able to obtain any proof of it from the Boyce headquarters. The circulation statements from that office are always of the sort designated as 'Z' statements, which are explained as follows:

"The Z rating is most largely applied to newspapers whose publishers are better at issuing circulation claims in round figures than in sustaining their claims by facts and records."

ILLUSTRATED TESTIMONIAL.



"DEAR SIR—I HAVE TRIED ONE BOX OF YOUR PASTE. IT IS ALL IT CLAIMS TO BE. I SHALL USE NO OTHER."

EAST AND WEST.

A few years ago, when I was devoting myself to newspaper advertising, I expended something like a hundred thousand dollars in newspaper space for a local corporation, the contracts running through a term of years. The character of the work, as will be presently explained, was such as to admit of a fair comparison between Pacific Coast and Eastern papers and their relative "pull" as advertising mediums. A contract was first made with a leading morning daily in a large city for four inches e. o. d. on a preferred page, at bottom of a column of pure reading. Local testimonials, changed every third issue, were inserted, and the company, while waiting for results from the newspaper end, experimented with other mediums in a small way. The first newspaper contract ran into such figures that further contracts with other dailies were deferred till there was some kind of return. Having selected what, in the minds of the promoters, was one of the best city dailies, it soon became apparent that the proposition was going to stand or fall on the results that were to follow from that one paper the first year. If it paid, the other dailies would be included. If it did not, the enterprise was doomed. As the experienced advertiser is continually confronted with the fact that the average newspaper work returns but little in the beginning, and that the results are slow and cumulative rather than quick and spasmodic, the outlook was not cheering for the first few months. Some had an idea that a two-hundred-and-fifty-dollar monthly bill with a first-class metropolitan daily would sell a thousand dollars' worth of goods the first month. Hence there was disappointment when, at the end of the month, the total sales footed a hundred and sixty dollars. There was a dead loss amounting to the cost of the goods plus two hundred and fifty dollars less the one hundred and sixty dollars received. Some were blue over it, but I was quite satisfied, for my experience

justifies me in the belief that the proprietary remedy that has such good arguments for it that two hundred and fifty dollars' worth of newspaper space in small ads will return one hundred and sixty dollars in sales at wholesale rates the first month is a winner, and I will put energy and newspaper space behind it.

The second month all parties felt a little better. The sales were between two and three hundred dollars. The third, fourth, fifth and sixth months showed corresponding growths, till at the end of the first year the sales were far over a thousand dollars a month, and still expanding. An occasional reader and several quarter pages were used, at the end of the year, and another morning daily was added. The second year a hundred interior weeklies were contracted with. Meanwhile, various advertising schemes were experimented with, but as we were never able to trace a single dollar of business to them, they were eventually cut out and the work confined to newspaper space. Among the side schemes tried was a strong list of testimonials gotten up like a seven-column folio newspaper such as Hood and others at times put out. It covered the State. If it caused a single inquiry we never heard of it. I was prejudiced against free circulation, and this bit of experience confirmed my judgment. In fact, I have never spent money on "snaps" that I did not return to newspaper space with renewed interest, and each time better satisfied that there was but one channel for my efforts.

The second year doubled the first year's results, and the third year various leading dailies were used, and the maximum of business done by the company on the Coast was attained. It looked as if the new preparation was established, and we looked for new fields to conquer. In order to insure success a starting-point in the East was sought that presented conditions similar to those that existed here where we had already succeeded. St Louis was finally selected. Its population was but a

little larger than the Coast city, it had two fine morning papers that apparently covered the field thoroughly, and with a hundred interior weeklies within a radius of one hundred miles to assist, we figured that we would duplicate in Missouri our second year's work on the Coast. In fact, the advantage was in favor of St. Louis in this respect—the population was twenty per cent greater, and instead of three morning dailies to draw from, it had but two that absorbed the entire morning field. Under these circumstances we felt that the returns from Missouri would certainly more than equal the first year's return on the Coast where we had only one daily, and might possibly approach the second year's returns. To make the conditions as nearly alike as possible (as we considered most of our first year's results here were due to the local testimonials), we sent a representative to St. Louis to distribute samples and procure testimonials.

The preparation had genuine merit, and we soon had letters from well-known St. Louis people; so the work was actively begun, and the company waited in confidence for the returns that previous experience had led them to expect. The first month's sales were a great surprise. They were less than one-seventh the first month's return on the Coast. We prodded our agent and changed the testimonials more frequently the second month, and were more careful about the preparation and setting of the ads. But the second month duplicated the disappointment of the first. The third month we began to get used to it. It was well we did. The whole year returned us less than one-tenth of our first year's return here.

The astonishing proposition that the company was called on to face was: A single local daily, in a city of three hundred thousand and State of a million in round numbers sells ten thousand dollars' worth of proprietary goods the first year. The same work is practically duplicated in two dailies in another city of four hundred thousand and a State of over two

millions; each daily claimed more readers than the local daily did, and the same ads were, besides, run in a hundred interior weeklies. The gross returns for the year were less than one thousand dollars. I was looked to for an explanation, but I couldn't explain. The mystery grew as I studied the situation, for here was another factor that should argue against such a result: Our local city had three good morning papers, and one only was used the first year. St. Louis had two morning papers, and both were used. Is it not reasonable to suppose that the two morning dailies in St. Louis would reach their various Democratic and Republican constituencies with more certainty and promise of return and cover that city and State better than one political daily could in a city having one-third less population and three dailies dividing that?

I have had plenty of time to think over it since, and am as far from a solution as ever. If we had not taken the precaution to use St. Louis testimonials, I would always have been certain that therein could be found to lie the secret. Neither am I prepared to say that Western papers have ten times the "pull" that the city and country papers of other States have. But I do know that they get very much quicker and better returns than the papers of any of the several States that I have placed business in. And this experience is not confined to city dailies alone, but to our country weeklies as well.

I have frequently heard it said that the East is the place to start a new advertising proposition. From my own experience, I assert that the Coast is the place to "try out" the new venture.—*A. E. Shattuck, in Western Printer.*

IN advertising articles of merchandise, care should be taken to describe the article intelligently and thoroughly. Tell just how it is made, what quality it is, how it compares in price and durability with similar articles, and, in fact, the whole story. Don't leave anything out—don't leave any points to be guessed at, and always have an illustration. Your advertisement is your salesman. What it says to the people who read it will influence their buying.—*Advertising, Chicago.*

THE ADVERTISING WORLD

About everything imaginable in the way of commendation has been said of the American Newspaper Directory, published quarterly by Geo. P. Rowell & Co., 10 Spruce Street, New York, since the publication of the first edition, over thirty years ago, but none of the praise has done it more than justice. It tells the whole story about every publication and gives all necessary information about the town in which it is published.

Advertising World, Columbus, O., September, 1901.

Mail-Order Journal.

The American Newspaper Directory by its fairness in rating circulation has won a position among advertisers as the most accurate authority to be consulted in reference to this desired information.

—*Mail-Order Journal, Chicago, Ill., Sept. 20, 1901.*

DISTRIBUTING.

Distributing is classed as follows: House-to-House Service, Inside Service, Specified Class Service, Men Only Service and Street Work.

By House-to-House distributing is meant the placing of circulars, pamphlets, books or any kind of advertising matter from house to house, either by putting directly in the hands of persons when the opportunity affords, or thrusting it under the door or between the door and door-casing, high up out of the reach of children.

Inside Service is to knock on the door or ring the bell and hand the advertising matter or samples, as the case may be, to some member of the family.

Specified Class Service is to hand or deliver advertising matter to any desired profession, such as physicians, attorneys, etc.

Men Only Service is to place a certain class of advertising matter with men only.

Street Work is to hand matter out to persons on the street.

Prices for distributing vary, all depending upon service required, weight of matter, manner in which city is built, as well as geographical situation, etc. However, the average price for house-to-house service is from \$1.75 to \$2.50 per thousand; inside service, from \$3.50 to \$5.00 per thousand; specified class service, from \$5.00 to \$10.00 per thousand; men only service, \$1.75 to \$2.00 per thousand; street work, \$1.00 to \$1.50 per thousand.

When, where and by whom distributing was originated is difficult to ascertain, but from information obtained it is probable that Messrs. J. C. Ayer & Co., Lowell, Mass., were one of, if not the first, to use this method of publicity. They employed traveling distributors, who in turn hired assistants in each city. This was in 1860. Following closely in their wake were Messrs. Tarrant & Co., New York City; the Kickapoo Indian Medicine Co., New Haven, Conn., and many others, until at the present time not only all the leading

proprietary concerns, but also many other manufacturers and dealers are employing distributors in every city, town and hamlet in the United States. Some twenty years ago, Messrs. C. I. Hood & Co., Lowell, Mass., conceived the idea of making contracts with local men to do their distributing, and undoubtedly to them belongs the honor of first introducing this plan, from which has grown the vast army of professional distributors, so that now there is scarcely a city, town or village that cannot boast of a local distributor.

Distributing is fast becoming one of the most popular, effective and economical methods of introducing the manufacturers' goods to the buying public. Up to a few years ago it was almost impossible to employ persons to do this work who would put the matter out as it should be done, in a thorough, conscientious manner; the only object being to get rid of the circulars, or whatever the advertising might be, caring little whether it met the eye of an interested party or not. However, within the past few years much has been done to alleviate these difficulties, and the advertiser of to-day may, if he will, secure the services of reliable and honest parties, and thus make sure that his advertising is placed where it will bring him results. The modern, up-to-date distributor is not, as many suppose, an individual without character, but is a man of good moral habits and business ability, known and respected by all in his community. He conducts his business in a thorough, systematic manner, is courteous, polite and accommodating, and will serve his patrons honestly and faithfully.

Distributors have recently organized an association known as "The International Association of Distributors," office of secretary, Cincinnati, O. Many fruitless efforts were previously made to form an association of this kind, and since success has been achieved, many imitators have sprung up, all of which were short-lived. The International Association of Distributors guarantees the ser-

vices of its members, and if proven that matter has not been distributed according to instructions, damages are paid to the extent of losses sustained. It would be well to mention in this connection the Feister Printing Co. and Avery L. Rand's Lists of Registered Distributors, each list containing distributors for over two thousand towns. The publishers of these Registers are both large edition printers, and they would not have gone to the trouble and expense of compiling a work of this kind had there not been a great demand for distributors.

There are several trade papers devoted entirely or in part to the interests of house-to-house distributing, viz., the *Up-to-Date Distributor*, published at 84 Public Square, Cleveland, O.; *General Information* (official organ of the I. A. of D.), 261 Main street, Binghamton, N. Y.; *National Printer-Journalist*, 334 Dearborn street, Chicago, Ill.; *Billposter-Display Advertising*, 11 West Twenty-eighth street, New York; *Billboard*, Cincinnati, O., etc.

Heretofore, printers and publishers have considered the distributor a competitor, which, however, is a mistaken idea, as is conclusively shown by what follows. The distributor is continually soliciting business from his city merchants, and if he succeeds in inducing them to give his services a trial, some printer or publisher is benefited by securing the printing contract, therefore, it is to their interest to get in closer touch with the distributor, as he really is the printer's ally instead of a competitor—the more distributing, the more printing.

In having distributed a neat and attractive booklet, folder, circular or card, the argument in favor of the goods advertised can be lengthy; it gives an opportunity to go into details, and if the matter is so arranged that there is valuable information contained, such as pocket memoranda, references, local street car time table, street car routes, almanacs, calendars, or anything that is of value to the recipient, it will be pre-

served for some time. Of course, it is understood that no matter how well written, how neatly printed or attractive the booklet, folder or circular may be, it will not bring the best results, or half what it should, if intrusted to inexperienced persons, clerks, office boys, etc. It is the professional distributors who have made a study and business of this line of advertising who produce the best results, as they know the city, town or village, as the case may be, its by-ways and alleys; they know how many families live in the tenement houses; they know how to work their territory to the best advantage, having acquired all this by careful observation and experience.—*Up-to-Date Distributor*, Cleveland, O.

If one considers that between five and six hundred patents are issued in this country each week, one can understand the unrest competing nations experience from the progress of the inventive skill of the Americans.

Why a Clerk Should Subscribe for Printers' Ink.

A young clerk will rise to a better position in proportion to his usefulness to his employer. As a rule employers like to promote able employees—the motive may be purely business—but the transaction is mutually agreeable.

Nine clerks out of every ten are employed with concerns that have more or less direct relation to publicity in some form. Some wholly depend on advertising. An early study of the vital questions of advertising and kindred trades, printing, engraving, electrotyping, the writing of advertisements will prove a fascinating as well as an instructive and fruit-bearing occupation for young men. A few hours devoted every week to reading **PRINTERS' INK** may go a long way towards early and substantial recognition. It's worth trying. \$5 per year for 52 weekly helpers. Sample copies 10 cents.

Address

GEORGE P. ROWELL & CO., Pubs.,
10 Spruce Street, New York.

THE LATEST "POST" SCHEME.

The Boston *Post* will inaugurate an entirely new prize contest that will be pleasing to advertisers and subscribers.

The paper will each week offer purses of \$25, \$15 and \$10 for the three best bargains secured through the advertisements in the Sunday edition.

The contest will be open to women readers only and the purchase can either be made in person or by mail. The bargains may be found in the "want" columns or in some of the big broadside ads of the department stores.

Persons who are capable judges of schemes of this kind pronounce this an extra good one, for if it is conducted fair and square and pushed properly it ought to add thousands of new readers, fill columns with new ads and enhance the value of space in the paper.

The *Post* is the only daily published in Boston that resembles the Philadelphia papers wherein the Sunday sales are smaller than on week days. The output for September was nearly 200,000 daily, while the Sunday edition averaged only 132,062 for the month, but Mr. E. A. Grozier, the publisher, is sanguine in the expectation, with this new and original scheme, of soon making the Sunday sales equal if, not exceed the daily sales.

It is a morning penny paper and on Sunday sells for three cents, and generally consists of four sections of eight pages each, and the new equipment admits of the printing of several pages in colors.

The conditions of the coming contest will be very simple. The bargains must be found in the Sunday *Post's* advertisements. The purchase must be made. The amount does not matter; it may be five cents or \$100. The purchaser who competes for the prizes must promptly write a letter to the Bargain Editor, Boston Sunday *Post*, describing the purchase, where, when and by whom made, stating price and giving reasons why the buyer considers it a particularly good bargain.

The letters received will be sub-

mitted to three women editors of the *Post*, and after considering all the circumstances they will recommend the prize awards. All letters must be received by 6 p. m. Wednesdays, and announcement of the winners will be made in the *Daily Post* of Friday.

OUR COMMERCE WITH SOUTH AMERICA.

The recent departure from Washington of the United States and numerous other delegates to the approaching Pan-American Conference to be held at the city of Mexico lends interest to some figures on the commerce of the United States with the territory at the South, which the Treasury Bureau of Statistics has compiled for the convenience of the United States members of that congress. The importance of development of our commerce in this particular direction is pointed out by this publication, which shows that our exports have shown less growth to the countries of Central and South America than to any other parts of the world.

The commerce of the United States with the American countries lying south of her borders, says the opening page of this discussion, has long been an object of solicitude to her statesmen, economists and business men. With the English-speaking people of American territory lying upon the north, her commercial relations have rapidly grown and proven mutually satisfactory. With those of another language, occupying the contiguous territory at the south, the growth has been slower and less satisfactory, and as the distance increases the growth decreases. To British North America the United States supplies 52 per cent of the total imports for consumption; to Mexico, equally adjacent, but speaking another language than our own, 40 per cent; to the Central American States, next removed by distance, though readily reached by water and now being tapped by railways, 35 per cent; to Colombia, a trifle farther removed, but equally accessible by direct water communication, 33 per cent; to Venezuela, equally accessible, 27 per cent; to the West Indies, which lie in close proximity, but which have been up to the present time controlled by commercial nations whose policy in many cases has been to retain their commerce for their own people, 20 per cent; to the Guianas, also readily reached by water, 25 per cent of the imports of British Guiana, 17 per cent of those of Dutch Guiana, and but less than 6 per cent of those of French Guiana.

Up to this point the study of the growth of commerce between the United

ed States and other American countries is fairly satisfactory. Beginning with 52 per cent of the import trade of Canada, 40 per cent of that of Mexico, and ranging on downward along the Gulf of Mexico and Caribbean Sea, a fairly satisfactory share of the commerce of these countries is enjoyed by the people of the United States; though it will be conceded that her people have a right to expect a larger share of the commerce of the countries lying so near at hand, especially in view of the fact that our purchases from them are much larger than our sales to them. Even this somewhat unsatisfactory condition of trade with the countries bordering upon the Gulf of Mexico and the Caribbean Sea is, however, gratifying when compared with the traffic relations of the United States with the countries of South America bordering upon the Atlantic and Pacific oceans. Of the total imports of all South America, 87 per cent is taken by the countries bordering upon the two oceans, and but 13 per cent by those upon the Caribbean. On the eastern coast of South America we find Brazil importing in 1899 goods to the value of over \$105,000,000, of which the United States supplied about 10 per cent; Uruguay and Paraguay, \$26,000,000, of which our share was less than 7 per cent, and Argentine, \$112,000,000, of which about 10 per cent was from the United States; while a tour of the Pacific coast shows imports into Chile of \$38,000,000, Peru, \$8,500,000; Bolivia, \$11,600,000, and Ecuador, \$7,000,000; the proportion from the United States averaging about 10 per cent. Thus the northern coast of South America, fronting on the Caribbean Sea, imports goods to the value of \$26,000,000, of which we supply an average of 25 per cent; the eastern coast, fronting upon the Atlantic, \$275,000,000, and the Pacific coast, \$60,000,000; of which our proportion is in each case about 10 per cent.

Nor can it be urged that this condition is a temporary one. While exports from the United States to Mexico have grown rapidly, especially since the opening of railway communication, and have experienced a moderate development in the case of the countries bordering upon the Caribbean, the total sales to the south of us have not grown with the rapidity which has characterized those to the world at large. In 1868 our sales to the countries lying south of us were 205 of our total exports; in 1878, a little less than 10 per cent; in 1888, a fraction above 10 per cent; in 1898, but 7 per cent, and in 1901, about 9 per cent of our total exports.

An examination of our list of purchases from Central and South America seems to increase the anomaly presented by their small purchases from us. Of Brazil we are by far the largest customer in her chief articles of export—coffee and rubber—while from Argentina and Chile our purchases of wool and hides are also heavy; and for the tropical products of other countries of South America—sugar, spices, fruits, dyewoods, cabinet woods, textiles and chemicals—the United States offers a constant and rapidly increasing market.

From the countries of South America the United States in 1901 purchased goods valued at \$110,329,667, while her sales to them in that year were but \$44,770,888, less than one-half of her purchases from them.

A study of the map of the world seems to offer a partial explanation of the anomalous conditions with reference to the trade of all the countries lying south of the easternmost point of South America. The commerce of the world reaching Brazil (south of the Amazon), Uruguay, Paraguay, and Argentina, on the Atlantic coast; and Chile, Peru, Ecuador and the interior State of Bolivia, on the west, must reach them by water, and their sales to other parts of the world also go by water. It will be seen that the markets of Europe are practically as near to all South America fronting on the Atlantic and Pacific as are those of the United States. An examination of the map and of the distances actually travelled by the great steamships following the usual course of commerce sustains this assertion. The easternmost point of South America extends 2,600 miles farther east than New York, and the sailing distance from that point to New York is actually greater than to the cities of Southern Europe, and but slightly less than to the commercial cities of England and Germany, our greatest commercial rivals. This fact alone places the United States upon an equal footing with Europe in the matter of distance; but in view of the fact that nearly all of the steamship lines entering South American ports are controlled by European capital and European interests, it is not surprising that a large share of the commerce of those countries should be diverted to Europe. Naturally a considerable share of their exports go direct to Europe, and to that extent it would be quite reasonable to expect that their purchases would be from that part of the world.

The fact that exports from the United States to Europe greatly exceed her imports from Europe makes it practicable for the vessels which bring the rubber, coffee, hides and wool of South America to the United States to readily load at our ports with grain or provisions for Europe, and there load again with goods for the South American markets, thus making the tour of the triangle of which the line from New York to Liverpool forms the base, and the ports of Brazil and Argentina the apex. That this should occur under ordinary conditions would not be surprising, and that it should occur with lines of steamships controlled almost exclusively in the interests of European capital and European trade is to be expected. Added to this is the lack of banking and business facilities for direct intercommunication with the United States, neglect of American merchants to closely study the trade methods and requirements of the countries in question, the absence of direct solicitation of trade in the language of the country where business is sought, all of which are valuable aids in increasing the commercial relationship, and especially in increasing our sales to the countries in question.

THE CHARACTER OF NEWS-PAPERS NOW AND THEN.

One of the striking features of modern journalism is the gradual disappearance of the hide bound party newspaper, and the appearance of the independent newspaper in its place. A man need not be very old to recall the time when no newspaper publisher would think of conducting his journal along independent lines. In those days, and they are not so very long ago, the party dominated the political organization with which it was affiliated. It was the mouthpiece of the leaders, and its editorial opinions upon the leading questions of the day were regarded as the final word upon the subjects it discussed.

One can never forget the work accomplished for the Republican party by such papers as the *New York Tribune*, the *New York Times*, *Chicago Tribune*, and the *San Francisco Chronicle*, or for the Democratic party by the *New York Evening Post*, the *New York Sun* and the *Louisville Courier Journal*.

But the days of the dominant power of the party press have largely passed away. The people have been taught to think for themselves upon important political questions. The influence of the public school system of the country, which has been improved year by year until it has now approached perfection, according to modern ideas of the great educators, has made itself felt upon the rising generation. People do not now confine themselves to the reading of one paper, and that a party organ; they read them all. Time was when a Republican could not hold the respect of his fellows and take a paper which was known to be opposed to the party to which he belonged.

The party press editor was woefully handicapped in the race. He did not dare to step outside of party lines, or defy to any marked degree the dictation of the leaders with whom he associated. He wore a collar, and he never knew what it was to be independent in a broad sense. If he incurred the

displeasure of the powers that were, his ruin quickly followed.

It must be conceded that the lot of the newspaper editor to-day is far more preferable to that of fifteen or twenty years ago. While he may conduct a Republican or Democratic newspaper, he still retains his individuality and is not afraid to oppose any political measure which he considers at variance with public opinion or which will be harmful to the community or State in which he resides. For that reason he commands greater respect from his constituents who know that he cannot be bribed by political patronage or offers of political jobs. His paper must be absolutely fair in its treatment of its political foes. If it deliberately lies about them its readers soon find it out and it loses cast with the very people whom it would serve. The days in which the use of billingsgate, of falsehood, of indecent attacks upon candidates for office would be tolerated have largely passed away, never to return.—*Editor and Publisher.*

THE early advertiser catches the most trade.

CATCH-UP OF WELL-KNOWN
AD ILLUSTRATED. BAKER'S
COCOA.



"KNOWN THE WORLD OVER."

SPECIAL ISSUE

Cigar Manufacturers

PRESS DAY, OCTOBER 30.

The sample copies of PRINTERS' INK that will be sent out with the regular edition of the paper, will be addressed to all the Cigar Manufacturers in the United States, about 13,000 in all. This will make the total edition for that issue about 25,000 copies.

These special editions are designed to interest the advertisers addressed in the merits of newspaper advertising—as a means of increasing their business, and it is the hope of “the Little Schoolmaster in the art of advertising” to secure many of them for yearly subscribers.

PRINTERS' INK offers, week by week, many suggestions and gives helpful advice and ideas to perplexed advertisers that each of the Cigar Manufacturers will find the investment of \$5—made in a yearly subscription to the paper—a dividend-paying venture.

FOR ADVERTISING

A good newspaper or periodical—an adwriting proposition—a novelty—lithographs—show cards or anything that has a bearing on the sales of Cigars—this edition affords a good opportunity for strong and effective advertising directed to Cigar Manufacturers.

The edition enables one to talk to every one of the whole class, and to do the advertising thoroughly.

PRINTERS' INK will reach all of the Cigar Manufacturers about Nov. 7—a most favorable time of the year.

Orders are solicited, and should reach the office not later than Wednesday, October 30th.

RATES—Page, \$100; half page, \$50; quarter page, \$25; by the line, 50 cents; classified (without display), 25 cents a line.

ADDRESS

PRINTERS' INK, 10 Spruce St., New York.

AN ORIGINAL.

In these days of advanced methods of advertising, originality is held to be a much desired element, and is consequently much striven for. The result is most of the "originality" we see loses its value by the fact that the effort to be original is too apparent.

Once in a great while we come across real originality; we recognize it instantly. The other day a friend handed me a little pamphlet, which would not have secured more than a casual, just-before-the-waste-basket glance if my attention had not been especially called to it. It is quite likely that some of the readers of *Ad-Sense* have seen this pamphlet or one like it; there is no claim to having made a discovery on my part. It struck me as something new, worth noticing.

It is a little book, 3½x6 inches, 112 pages, paper covered, written and published as an advertisement of his business by John F. Judy, of Williamsport, Ind., general trader and dealer in everything. The book is abominably printed; the language is bungling and commonplace; the literary construction is a marvel of inaccuracy; the punctuation has been done "regardless"; the spelling is inexcusably bad—he spells vicious "viscious," lying "lieing." But Mr. Judy is distinctly an original. His book is well worth reading through for the good, simple horse sense it contains. Some of the good things in it are worth repeating.

Mr. Judy begins by saying he is a farmer, who carries as side lines "live stock, horse and mule market, buggies, wagons, harness, farm implements, grain and hay, paints and oils, own and run an elevator, dry goods, postoffice, groceries, boots and shoes, general merchandise, hardware, furniture, undertaking, livery, real estate, blacksmithing, buggy and wagon repair shop, and harness-making and repairing." He calls himself "a hayseed with all the coarse accomplishments," and says he doesn't care to waste any time on anybody who doesn't talk business; "look over the place, make

up your mind what you want, press your right and get into the private office, put your business into the fewest possible words, get done and get out. There are always others waiting. Come around some other day and ask me how I feel, how business is, what my politics are, how the money market is, what the crop prospects are. Business only to-day." He says about his book: "If you are intellectual you are paying us a compliment in reading it. Thank you. If you are not intellectual you ought to read it." The object of the book is:

So you won't talk to me about anything but business when I am busy. If you want to know what we sell, read the book; if you want to know what we do and how we do it, read the book. We have printed it, answering everything we know and some things we don't know. Take a book and pass the questions. Three expensive things I don't possess: Fortune, education, style. Fortune wouldn't need this book; education would be ashamed of it; style would be ashamed of the one whose business it represents. Practice proves it helps me in my business. If I am practicable I don't care whether you like it or not—so long as it does that.

Mr. Judy gives his views on advertising in this nugget, which is commended to the careful examination of advertisers and advertising men:

Believing that the nearer an advertisement can get to the plain, naked truth the more profitable, we believe that real, honest, scrupulous truthfulness in advertising will become more prevalent as the years go by. If an advertisement tells of something desirable, or how or where it can be obtained, the obligation is somewhat on the purchaser.

There it is just as Mr. Judy wrote and punctuated it. Isn't that last idea about the "obligation on the purchaser" refreshing? And isn't there a wholesome truth in it?

Mr. Judy, besides being a good many kinds of a business man, is a philosopher. He puts his ideas tersely and unmistakably and some of them are very suggestive. Here are some of his ideas:

If I ask your advice I have truly honored you. I asked it because I thought you were superior to me in the question to be considered. But I want it equally understood that while I have honored you I don't propose to obey you. I did not forfeit my right to do as I pleased. If you advise from your knowledge of the facts it might be worth considering as coming from your standpoint. If you advise from your own

interest I don't want it. If you don't comprehend all the bearings (Archimedes was the only man who could do that) I don't want it. In fact I don't want to use it at all unless you give your reason for so advising, and then I will use your reasoning instead of your advice. There is only one person in the world who gives us advice without having an ax to grind, and that is our mother.

If we owe you, come at us quick and hard if it is due. We will consider it a favor for you to present your bill. You are doing business for us that we ought to do, saving us the work of looking after it, and we thank you.

Don't sign a note until you know what it says. Then don't say it was different when you come to pay it.

Don't take too much of a man's time because he treats you well. He don't like to freeze you away.

A bear has strength; a fool often has money; a burglar may have genius; I have seen educated fools; I have seen beauty serving a bad purpose. Don't tell me what you have in beauty, strength, education, money or genius. The only thing I care to consider is, what are we doing with it?

"Room at the Top" discouraged me when a boy. It implied that there was nothing short of the top worthy of my aspiration, and the distance to the top seemed so great I never could hope to overcome it. I now find encouragement in the fact that there is room and opportunities on every round of the ladder for the man who develops the ability equal to its height.

I am taught by experience that honest men are not plenty. Men of ability are few. Men who are both are a rare combination, whose services are difficult to obtain.

The kind of labor that employs thought is never oppressed.

I would rather have the full force of a \$10 man than half the force of a \$50 man.

I will buy a business and a location that every man who has tried it has failed in, as quickly as anybody. It is not a matter of where it is, what it is or what it is doing, but who is doing it. There is no trouble about getting business; the trouble is in getting men who will run it. Ever since I knew them I have been waiting to employ Pullman, Phil Armour and John Wanamaker, but the laws are such in this country that we can't make a man work for us and can't keep him if he wants to quit. I have despaired of being able to hire them.

Experience teaches me to find the man who can run it; there will be plenty of time to find a business for him. If any trader or promoter has a business man to sell or rent, I want him.

Mr. Judy has something to say about the people who work for him. Of his son, 17 years old, who is practically in charge of the horse-trading business, he says: "Don't be afraid to deal with him because he is a child. He paid for what he knows, and if you can

teach him anything we will pay you. He is a production of the home market. The horse market is getting to be a production of his. His theory in keeping our finance safe so we can always carry it on and protect old-time customers is, 'Don't make or undertake any deal that we can't afford to lose all the money we put into it.'"

Of his partners in one of the "side lines" he says: "We put into their hands about \$15,000, and we find they are not only able to operate the stock and machinery bugs, but they have the unusual ability of knowing which money is theirs and which ours."

This article is already too long, but there is more good stuff in the book. It is not likely that a man like Mr. Judy will ever employ any one to do his writing for him. If anybody else did it the work wouldn't be Judy. He might profitably hire somebody who would not try to "improve" it too much, to edit his proofs. It wouldn't hurt the stuff any to be spelled and punctuated right, and the force of much of it might be greatly increased by some little changes of construction. Force is what Mr. Judy wants; he wastes a good deal that a sympathetic, judicious helper would save.

As a postscript he says:

I wrote this book. It is different from any book I ever wrote before; it is different from any book anybody else ever wrote. Principal purpose—to advertise. I do it for our patrons, for the general reader and the fun I have doing it. The talks are short; they are timely, sometimes perhaps too plain, a little radical, but aimed to be true. I did the best I could. Some of it pleases me. I hope some of it will please you.

WHAT PUBLISHERS ASSERT.



"FULLY PAID CIRCULATION."

PUBLISHERS' TRICKS.

Figures never lie; they come handy, though, in the publishing business, as tricksters there can shrewdly arrange numbers so that in a truthful way they may be made to garb a falsehood in such a respectable dress that they often go unchallenged. Dissect these prepared-beforehand tables of statistics and the figures used to make them will arrange themselves without trouble into their proper places.

Publishers will quickly recognize a few of these tricks as explained here. A large number of advertisers who have expensively rubbed up against them, I am sure will acknowledge a passing acquaintance. After I have finished with relating these tricks, all must agree with me that the only safeguard against such sleight-of-hand methods exists when a paper's circulation is accurately ascertained by an outside factor.

In New York there is an evening paper, by no means a bad paper, nor by all odds the best, which arranges a table of figures, which, according to measure, is the truth. It shows that it carries in six months over 76,406 separate ads and boastfully says no other New York afternoon paper approached this record. It is a fact. But why? Every day this same paper carries an entire page of exchange ads at such a ridiculously low price that it is unprofitable to set them up. These ads are carried for the prime purpose of enabling the publisher to make a showing against all other New York evening publications. This paper can continue in this way to exceed other publications in the volume of business carried, as the other publications are not going to fill up their advertising columns at a loss, to make a better showing.

A daily paper with a large weekly circulation and a small daily issue by cleverly arranging the figures makes affidavit that it has the largest circulation of any daily paper in the city. This is done as follows: It takes the circulation of the daily issue, including the weekly issue on the day the week-

ly is published, adds them together for the entire month, and then divides them by the number of days in the month, arriving at an average circulation each day. Of course this is a truthfully sworn statement. The average is but the figure given, but the four or five weekly issues average 100,000 each issue, which, when divided by 30, in themselves makes a good daily average, to which no publisher need be ashamed to swear.

In other cities, if advertisers will study closely the affidavits of circulation they will notice some that are sworn to on a certain day; that day the issue was in accordance with the oath made, which runs the entire month, the date line of the issue is changed, but the date on which the affidavit was sworn to remains the same. The party that swears to the circulation is not telling a falsehood.

Another practice which will make those who, without hesitation, swear to anything their employers instruct them to, be careful in the future. John Doe swears to his best belief that the figures he appends his signature to are true, and believes it because his employers told him that they are.

Then there is the printer's error which has been made intentionally. No one can prove this, but the impression cannot be removed that the errors are deliberately made and the affidavit containing the error is duly sworn to. For instance, a paper's average circulation is 8,000. By a "printer's error" a "one" slips in before the "eight," and, presto change, there is 18,000.

These are a few tricks in the publishing business. They are tricks that cannot be detected unless the circulation of the paper is investigated as each paper is distributed.—*Mail Order Journal*.

AN article of merchandise in the public eye is worth more than a hundred in the dark recesses of the store. Pick any one thing out of your stock, put it in the window and feature it in a few inches of newspaper space, and see what a different article of merchandise it will become.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each line. Address: PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR and BOTTLER, 67 Liberty St., New York. Established in 1881.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempsville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on a sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address: PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

MAINE.

THE Rockland (Me.) DAILY STAR is the only daily in Knox and Lincoln Counties. "Advertisers get best and quickest results from the daily paper."

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD. Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

To reach mail order buyers, try PENNY MONTHLY, 10c a line; circ'n 35,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,418.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBRARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

"WHAT HAPPENED TO WIGGLESWORTH."

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier-Gazette. Will be on sale everywhere, read by everybody.

London, England.

GORDON Advertisers' Agents.

and GOTCH

Every information supplied. Write to them.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

MAIL ORDER PEOPLE



We have the most effective vaginal Syringe, an invention which is destined to enter a million homes before spring—and our special machinery enables us to quote you prices which will give you several hundred per cent profit—even if you should sell lower than any other is being sold. We give full instructions, illustrated literature and our original lady-agents' letters for you to follow up.

This Syringe furnished all complete and ready for use and ready for the mails is the most attractive and the most desirable article ever offered to women. It is not depending upon any season, but a being bought eagerly all the time and opens a permanent field of actually unlimited profits. Correspondence invited.

F. KOELLING CO.

305-56-5th Ave., CHICAGO, ILL.

RIPANS

I was in a bad state suffering with my heart. I thought I had not long to live, but I found great relief after using Ripans Tabules a short time.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



Chester, Pa.

Population 35,000. Employees in factories and workshops estimated 9,000. Wages amount in a year to over \$6,000,000.

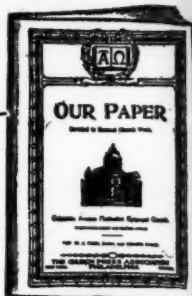
Situated in richest section of the Keystone State in Delaware County, population over 90,000.

Chester Times

is the leading newspaper of this section. Its daily average circulation is nearly 8,000 copies, or more than three times that of any other Chester or Delaware County newspaper. No paper in the United States covers its territory as thoroughly as does the CHESTER TIMES.

N. Y. Representative
F. R. NORTHRUP,
220 Broadway.

WALLACE & SPROUL
PUBLISHERS,
Chester, Pa.



1890

Thirty Different Church Magazines published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo,

ADIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM for the general advertiser. Used and endorsed by the best firms. Carry the following: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soup, Root Beer, Electro Silcon, Knox's Gelatin, Uneda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to **THE CHURCH PRESS ASSOCIATION** 200 South 10th St., Philadelphia, Pa.

The New Voice.
A JOURNAL OF GOOD CITIZENSHIP.
Chicago.

The New Voice
Reaches Over

50,000

Thrifty Families
Every Week.

It is a business-getter. It invites inspection of postoffice receipts.

Its rate is less than 2-5 of a cent a line per thousand of guaranteed circulation. If you are looking for results, ask your agency about

THE NEW VOICE
or address

W. F. MULVIHILL, Mgr.

THE SAINT PAUL GLOBE

is the official paper of the city.

C. H. EDDY, Eastern Representative,
10 Spruce St., N. Y.

Your Agent Ought to Tell You

That you can't cover New Jersey by the Philadelphia and New York daily papers. They are not a drop in the bucket in point of value to the advertiser who wants to reach the

Quarter Million Souls

within twenty-five miles radius of Trenton, the capital city of the State, and one of the most intensely active industrial centers of the East. The

TRENTON TIMES

reaches this quarter million souls quickly and effectively. There's nothing on earth that will do it as well.

DON'T place advertising in Memphis and surrounding territory until you have investigated the merits of

The Scimitar

the only afternoon paper in Memphis with a guaranteed circulation of 15,000. No return privilege of unsold papers. Publishes daily closing market reports of the world twelve hours in advance of competitors; in fact, THE SCIMITAR is the official market paper of this section.

Write for rates to

R. A. CRAIG,

In Charge of Foreign Advertising,

41 Times Building,
New York.

87 Washington St.,
Chicago.

If you have a really good thing to advertise,
a letter addressed

The Joliet Daily News

will receive prompt attention and put you in touch with its advertising department. A contract will be mutually agreeable. All questionable advertising declined.

Will guarantee **7,000 Circulation** for one year from date.

The Evening Journal

JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

AND NOW IT'S 10,000

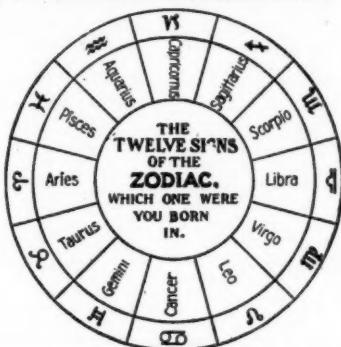
The Press Republic

SPRINGFIELD, OHIO,

Is rapidly becoming the whole thing in Central Ohio. In less than two years its **circulation has increased more than 300 per cent**, and now it's guaranteed to average **10,000 paid circulation daily**. The Citizen's National Bank will pay \$1,000 to the first advertiser proving our sworn circulation statements to be untrue, or proving the actual paid circulation of the PRESS REPUBLIC is less than the combined circulation of all other Springfield daily papers.

La Coste & Maxwell, 38 Park Row, New York,
Eastern Representatives.

Your Fortune Told BY THE ZODIAC.



Get the November issue of **The Magazine of Mysteries**, which is for sale at many news-stands (or will be mailed by the publishers for 10 cents), and place this circular astrological disk over the one you will find on page 32 of the November issue of **The Magazine of Mysteries**, inclosed within the radiating lines corresponding with those on this disk which hold the sign under which you were born, and you will instantly find your horoscope cast in detail, revealing your fortune by the exact science of astrology. This most marvelous chart and what it reveals is of immeasurable value to you in all affairs of life—business, love and personal affairs. It has taken days and weeks of the most profound study by some of the greatest astrological adepts of the world to prepare and perfect this most wonderful chart.

Zamael, the greatest living astrological seer, and other mystic adepts are giving monthly in **The Magazine of Mysteries** all the secrets and powers of the universe. If you desire success, wealth and happiness get the November issue of **The Magazine of Mysteries**. Remember the name,

MAGAZINE OF MYSTERIES

A large magazine, beautifully illustrated. Containing special articles by adept writers, mystics, astrologers and yogis explaining the

MYSTERIES

Of Dreams and their Meanings, Glorified Visions, Occult Powers, Astrology, Hypnotism, Psychology, Telepathy, Psychometry, Magnetism, Soul Charming, Clairvoyance, Graphology, Palmistry, Hidden Powers, etc.

The only magazine of the kind published in the whole world. The most phenomenal success of the 20th century. All are delighted with it, because it tells all how to get Occult or Psychic power and force, which make for Health, Wealth and Happiness. **\$1.00 a year, 3 months for 25 cents; single copies 10 cents.** For sale at news-stands, bookstores, hotels and on railroad trains or mailed direct by the publishers. Address

The Magazine of Mysteries, 22 N. William St., New York City

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Mr. Joseph Robusto, of the Robusto Hair Grower Co., Croton Falls, N. Y., asks me to say which of the two ads reproduced below is the better.

The first one is the better, because it goes straight to the point right from the beginning. Mr. Robusto is after men who are in the various stages of bald-headedness, and he will catch them a great deal quicker with the admonition to "Have sightly hair and plenty of it," than with the statement that money awaits them.

The head-line of the first ad indicates exactly what it's all about, and appeals directly to people in need of a hair restorer, while that of the second ad is of such a general character as to be applicable to almost anything, and is likely to be skipped altogether by the only people whose attention could be of any direct benefit.

The "money back" proposition is a good one. It tends to inspire confidence in the thing advertised and it should be displayed somewhere in the body of the ad, in its simplest form, instead of at the top in the somewhat misleading form of "Money awaits you."

Have Sightly Hair and Plenty of It

When making your toilet notice your hair. What you see others see. No personal defect is so apparent as lack of hair or lack of hair care. If your hair is dull, faded or harsh, if it is filled with dandruff and, above all, if it is falling out or has fallen out, use Robusto Hair Grower. No other hair preparation ever secured so many testimonials from the locality where it was made; you know what that means. It does cure baldness and dandruff. It stops falling hair. It makes any hair soft, glossy and beautiful. Price 50c and \$1. Robusto Hair Grower Co., Croton Falls, N. Y.

Money Awaits You

We make certain definite claims for our two preparations. If any of those who have used either have failed to secure the results promised, they can have their money promptly refunded by writing to us.

Robusto Hair Grower will restore hair when everything else fails. It stimulates growth as nothing else can. Price 50c and \$1.

American Beauty Cream beautifies, heals and softens the skin. It restores all that winds, weather and soap take out of the skin. 25 cents.

Prepared by the Robusto Hair Grower Co., Croton Falls, N. Y.

Sold by Hoyt Bros. and Rank Gumboldt, Katonah, N. Y.

Gas Heaters.

Before You Start The Furnace

you need a little extra heat nights and mornings and on damp, dull days. Then you need a Gas Radiator. With one of these modern heaters you can get a room warm in a few minutes, and you can regulate the fire to just the warmth you want. Gas isn't costly fuel; it isn't dirty or sooty; it doesn't have to be carried upstairs and then its residue carried back again; it is always ready to use; and it is always perfectly safe.

We're quoting very low prices on very good radiators this fall. We invite inspection of the several new radiator styles.

Pertinent.

Got Your Coal Yet?

You'd better order it right now—and order of us. Our coal is of the highest standard of quality; leaves little ashes. It's as good as is mined.

Wall Paper.

When Willie's foolish father
thought
To punish him, he quite for-
got

That round the room
Of Willie's doom
Were papered scenes from
Walter Scott.

It is possible to make the
play-room a thing of joy—
we've done it lots of times.
Why not have your wall pa-
per stimulate the boy's fancy
—manage him with warm
hues and clever designs?

Convincing.

A Word About Our Sausage

We make all our own saus-
age, and naturally, we know
what goes into them. You
will take no chance in buying
sausage here. In our beef
sausage we do not try to tell
you that they are made ex-
clusively of short steak at
30 cents a pound, for they
aren't, but they are made of
good, clean, wholesome beef,
every one of them.

As a leader Tuesday we
shall sell real German bolog-
na, regularly priced 15 cents
a pound, for 5 cents a pound.
These we shall sell in two-
pound pieces, or larger.
Tuesday you can get three
pounds for the price of one.

Excellent Reasoning.

Is Your Coal Giving Satisfaction?

Are you using more than
you think you should? Are
you giving this matter the
attention it deserves, in the
interests of economy and
good service?

There are as many differ-
ent kinds of coal as there
are styles and sizes of shoes,
and your range or heater is
more capable of satisfactorily
burning these various grades
of fuel than your feet of
wearing all sorts of shoes.

Feed your range or heater
with the kind and size of
coal best adapted to its needs
and you will save money, be-
sides getting better service.

Pittston coal suits nearly
everybody. It's a good all-
around coal. If you have a
draught greater than ordi-
nary, try Lehigh. It will
stay with you longer. All
kinds and varieties of Le-
high constantly on hand.

Good Argument.

Plumbing That Is Right

The plumbing that is right
in the first place is the right
plumbing to get.

It is better to slight any
feature of the house rather
than the plumbing. Modern
plumbing is one of the tri-
umphs of the century.

Many times the plumbing
rents or sells the house, and
no man building a house can
afford to take chances with
inexperienced plumbers.

The "right" plumbing is
the cheapest plumbing in the
end, and that's the only kind
we do here.

We have been in the busi-
ness since 1876 and we can
point with pride to many a
plumbing undertaking that is
giving unlimited satisfaction
to-day.

Plumbing worries vanish
here like snow under a sum-
mer sun.

All Right.

Our Bakery Department

There's nothing mysterious
about the phenomenal suc-
cess that has attended our
bakery department. Take
our 5-cent bread, for in-
stance. It is made of Public
Market flour and the sweet-
est of creamery milk from
our Bloomfield farm. Noth-
ing goes into it except the
best. What is true about our
bread is just as true about
our pies, cakes and cookies
and the dozen and ten other
dainty edibles that go to
make a complete bakery.
Next time you are in kindly
look our bakery over.

A Well-Worded Appeal.

Tasteful Bachelor Dens

Mr. Bachelor, why not
consult us as to the artistic
decoration of your apart-
ment? We have hosts of
ideas at your service, or we
will successfully carry out
your own notions. Visit our
seventh floor and see the
studio den and other corners
—and ask questions. No
charge for advice—and only
factory prices for material
and workmanship, as you
"buy of the maker."

Attractive.

The Charm of the Chafing Dish

If you haven't acquired the chafing dish habit, you have missed the chief of the minor joys of life. For the chafing dish gives an added charm to the informal Sunday evening meal, and makes possible the impromptu hot supper after the theater. And the secret of the charm lies in "doing it yourself" or seeing it done and offering suggestions.

Speaking of suggestions, here's ours:

Nickel-plated Chafing Dishes, 2 or 3-pint sizes, with hot water pan and asbestos lamp, from \$2.25 to \$18.
Chafing Dish Spoons, \$1 and \$1.85.
Chafing Dish Forks, \$1 and \$1.85.
Chafing Dish Toasters, \$1.65.
Alcohol Flagons, \$2.50 and \$3.

This Short Sentence Style Is Quite Effective When Rightly Handled.

When It Comes To Buying the Watch

Wilson is the one to consult in regard to its purchase.

Wilson has a special watch that he imports.

This watch bears his name on its face.

The name is a guarantee that the watch is all right.

A guarantee that this watch is all that is claimed for it.

This watch will run within a minute a month.

It is in movements of varying costs.

Prices are \$25 to \$75, according to movement selected.

And according to the style of case you decide upon.

Other watches.

Brief and Businesslike.

Roof Leak?

Don't let it. A leaky roof grows worse, you know, and an hour in time may save nine. We're leak finders and leak stoppers—we've been at it a good while and have the "know how" that will save you money, trouble and vexation of spirit.

Send us up on that roof when the weather clears again.

Seems Perfectly Frank.

134 Pairs

When narrow toes went out of style Dodge was caught (like everyone else.) All the cheaper goods went at a price, but three high grade lines were so good that it seemed wickered to sell much below cost and only part went at sales. First, Stacy, Adams & Co's. imported \$5 Patent Leathers; second, S. A. & Co's. genuine Cordovan and S. A. & Co's. \$4 Calf. These narrow toed shoes with a job lot of various toes in \$2, \$2.50 Satin and \$3 calf amount to 134 pairs.

We start to-day (Monday) a 3B Sale. A \$2 price would sell 25 to 50 of these 134 pairs, but the balance would be put back for another sale. The price is so low that at 98 cents you will buy two pairs in place of one and one pair if you don't want any (for shop shoe), and many will be sporting about next Sunday with a \$5 patent leather, \$5 Cordovan or \$4 Calf at 98 cents—and not a pair will be left to tell the tale.

An Attractive Credit Proposition.

Overcoat Weather

You've put off buying the overcoat long enough—the chilly, wintry blasts cannot be warded off much longer, and the overcoat must be bought.

The vital issue of the moment is overcoats. Nature itself has made this issue a vital one, which every man must meet.

Now we say to you, meet the overcoat issue here—because we have a magnificent stock of the very best coats that can be produced.

Whatever shade or mixture or material you desire is here. Whatever the size or style we can fit you. Don't put the matter off because you haven't got the money—it's our business to trust people and that's why we will trust you.

Clothing.

Look

in our window if you want to "see" a mighty interesting story about Fall Suits and Top-Coats! Style is "sticking out" all over them! Price-tags are attached. If you did not know the prices you'd guess half as much again!

...THE... WICHITA EAGLE

Is Not Installing a

...NEW... QUAD PRESS

As an advertisement, but because it
is forced to do so on account of its

CIRCULATION AND INCREASED VOLUME OF BUSINESS



R. P. MURDOCK, Business Manager

S. C. BECKWITH SPECIAL AGENCY

Tribune Building, New York City
The Rookery, ☙ ☙ Chicago

Attractive.

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A guarantee that this watch is all that is claimed for it.

This watch will run within a minute a month.

It is in movements of varying costs.

Prices are \$25 to \$75, according to movement selected.

And according to the style of case you decide upon.

Other watches.

Brief and Businesslike.

Roof Leak?

Don't let it. A leaky roof grows worse, you know, and an hour in time may save nine. We're leak finders and leak stoppers—we've been at it a good while and have the "know how" that will save you money, trouble and vexation of spirit.

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R. P. MURDOCK, Business Manager

S. C. BECKWITH SPECIAL AGENCY

Tribune Building, New York City
The Rookery, ✻ ✻ Chicago

ALL

advertisers who desire to
cover the Chicago field must

USE

the paper that is read in the
homes of the people,

The Chronicle

It covers Illinois, Wisconsin,
Iowa, Northern Indiana and
Southern Michigan.

Rapid Transit!

THE RECORD.

GREENVILLE, KY., October 12, 1901.

PRINTERS INK JONSON, New York.

Dear Sir: Our last shipment of ink from you developed a new feature in favor of dealing with you. On October 3d we sent you a check and order, which you received on the 5th and shipped the same day. Early on the morning of the 10th the goods were delivered in our office and the freight was at the rate of one cent per pound. This was as quick as we could have gotten the goods from Cincinnati, and the saving was quite a handsome sum on the bill, while the goods, as always, were up to the highest standard. This will, no doubt, be of interest to you; and if faraway printers knew how quickly they could get goods from you, the 8,000 customer list would no doubt grow.

Yours truly,

THE RECORD,
ORIEEN L. ROARK, Editor.

Mr. Roark ordered two fifty-pound kegs of news ink (one for winter and the other for summer) for which he paid \$5.50, and with the freight charges added, made the ink six and a half cents a pound delivered in his office five days after I received the order. Can you beat it? The minimum freight rate is on one hundred pounds, so Mr. Roark paid no more for the two kegs than he would for one. I make it a point to ship all orders on the day I receive them except when of special manufacture, and I attribute this promptness to my success. My customers feel safe in sending the money in advance, knowing I cheerfully refund it if there is any dissatisfaction.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, New York.

The Growth of The Philadelphia Inquirer

In Advertising Popularity

SURPASSES THAT OF EVERY OTHER NEWSPAPER IN THE UNITED STATES

Ninety-six thousand more agate lines of advertising were printed last month than during the corresponding month last year, and this record is not equaled by any other newspaper in the country.

The following statement, which is made up from figures in almost every instance received from the newspaper mentioned, proves it.

	September, 1901 Lines of Advertising	September, 1900 Lines of Advertising
Herald, New York	727,940	649,867
World, New York	657,424	609,372
INQUIRER, Philadelphia	606,000	509,100
Tribune, Chicago	595,869	535,596
Eagle, Brooklyn	571,647	549,336
Globe, Boston	476,520	432,570
Record, Philadelphia	432,000	380,100
Journal, New York	407,388	392,202
Globe-Democrat, St. Louis	402,339	363,627
Herald, Boston	386,820	353,130
Record-Herald, Chicago	375,549	297,774
Plain Dealer, Cleveland	317,025	258,375
North American, Philadelphia	246,000	258,900

In order that the figures may show a true comparison, they are all computed at the uniform rate of 300 lines to the column, and 14 lines to the inch.

THIS IS A WONDERFUL RECORD, EVEN FOR PHILADELPHIA'S LEADING NEWSPAPER, AND IS WORTHY OF COMMENT.

THESE FACTS STAND OUT ABOVE ALL OTHERS—THAT THE INQUIRER'S REPUTATION IS A NATIONAL ONE AND ITS ADVERTISING VALUE IS KNOWN THROUGHOUT THE WORLD.

Inquirer Advertisements are Read by the People.

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building